The Pulse of the Motion Picture Industry

BOXOFFICE

Susan Hayward, Gregory Peck and James Robertson Justice in "David and Bathsheba," the *Campaign Preview* Picture in the Promotion Section.

In This Issue . . .

Promotion

Entered as second-class matter at the Post Office at Kansas City, Mo., under the act of March 3, 1879.

CANADIAN EDITION

AUGUST 18, 1951

Old records never die, they just fade away when you play M-G-M pictures!

"Show Boat" extended-run business is making box-office history. At press time 52 cities are in 3rd weeks, 20 cities in 4th weeks. Cincinnati Albee 4th week for first time in its history. 6th week at Warfield, Frisco. Music Hall, N.Y., topping "Great Caruso," sets new all-time M-G-M records as long run continues! Nationwide records set by "Great Caruso" are topped by "Show Boat." • Another M-G-Musical, "Rich, Young and Pretty" is delighting the fans everywhere. Hot news! "An American In Paris" had terrific first preview in New York neighborhood theatre. Watch for it! It's one of this industry's greatest musicals!

Next!

"OUTSTANDING!"
"EXCELLENT!"
"VERY GOOD!"

That's what 385 out of 406 patrons wrote on Preview Cards at last week's sensational showing of "ANGELS IN THE OUTFIELD" at the Picwood Theatre, Los Angeles. M-G-M has a picture packed with heart and humor that will thrill the nation's fans! Don't miss the Trade Show!

M-G-M presents
"ANGELS IN THE OUTFIELD"
starring
PAUL DOUGLAS · JANET LEIGH
with
KEENAN WYNN · LEWIS STONE
SPRING BYINGTON · BRUCE BENNETT
Screen Play by
DOROTHY KINGSLEY and GEORGE WELLS
Based on a Story by Richard Conlin
Produced and Directed by **CLARENCE BROWN**

AUG. 24th "ANGELS IN THE OUTFIELD" TRADE SHOWS

(Except Jacksonville which is August 27th)

ALBANY—8/24—2 P.M.
20th-Fox Screen Room
1052 Broadway

ATLANTA—8/24—2 P.M.
20th-Fox Screen Room
197 Walton St., N.W.

BOSTON—8/24—2 P.M.
M-G-M Screen Room
46 Church Street

BUFFALO—8/24—2 P.M.
20th-Fox Screen Room
290 Franklin Street

CHARLOTTE—8/24—1:30 P.M.
20th-Fox Screen Room
308 S. Church Street

CHICAGO—8/24—1:30 P.M.
H. C. Igel's Screen Room
1301 S. Wabash Avenue

CINCINNATI—8/24—8 P.M.
RKO Palace Bldg. Screen Room
16 East Sixth Street

CLEVELAND—8/24—1 P.M.
20th-Fox Screen Room
2219 Payne Avenue

DALLAS—8/24—2:30 P.M.
20th-Fox Screen Room
1803 Wood Street

DENVER—8/24—2 P.M.
Paramount Screen Room
2100 Stout Street

DES MOINES—8/24—1 P.M.
20th-Fox Screen Room
1300 High Street

DETROIT—8/24—1:30 P.M.
Max Blumenthal's Sc. Rm.
2310 Cass Avenue

INDIANAPOLIS—8/24—1 P.M.
20th-Fox Screen Room
326 North Illinois Street

***JACKSONVILLE—8/27—8 P.M.**
Florida State Screen Roon
128 East Forsyth Street

KANSAS CITY—8/24—1:30 P.M.
20th-Fox Screen Room
1720 Wyandotte Street

LOS ANGELES—8/24—2 P.M.
United Artists' Screen Room
1851 South Westmoreland

MEMPHIS—8/24—12 Noon
20th-Fox Screen Room
151 Vance Avenue

MILWAUKEE—8/24—1:30 P.M.
Warner Screen Room
212 West Wisconsin Avenue

MINNEAPOLIS—8/24—2 P.M.
20th-Fox Screen Room
1015 Currie Avenue

NEW HAVEN—8/24—2 P.M.
20th-Fox Screen Room
40 Whiting Street

NEW ORLEANS—8/24—1:30 P.M.
20th-Fox Screen Room
200 South Liberty Street

NEW YORK.-N.J.—8/24—2:30 P.M.
M-G-M Screen Room
630 Ninth Avenue

OKLAHOMA CITY—8/24—1 P.M.
20th-Fox Screen Room
10 North Lee Street

OMAHA—8/24—1 P.M.
20th-Fox Screen Room
1502 Davenport Street

PHILADELPHIA—8/24—11 A.M.
M-G-M Screen Room
1233 Summer Street

PITTSBURGH—8/24—2 P.M.
M-G-M Screen Room
1623 Boulevard of Allies

PORTLAND—8/24—2 P.M.
B. F. Shearer Screen Room
1947 N. W. Kearney Street

ST. LOUIS—8/24—1 P.M.
S'Renco Art Theatre
3143 Olive Street

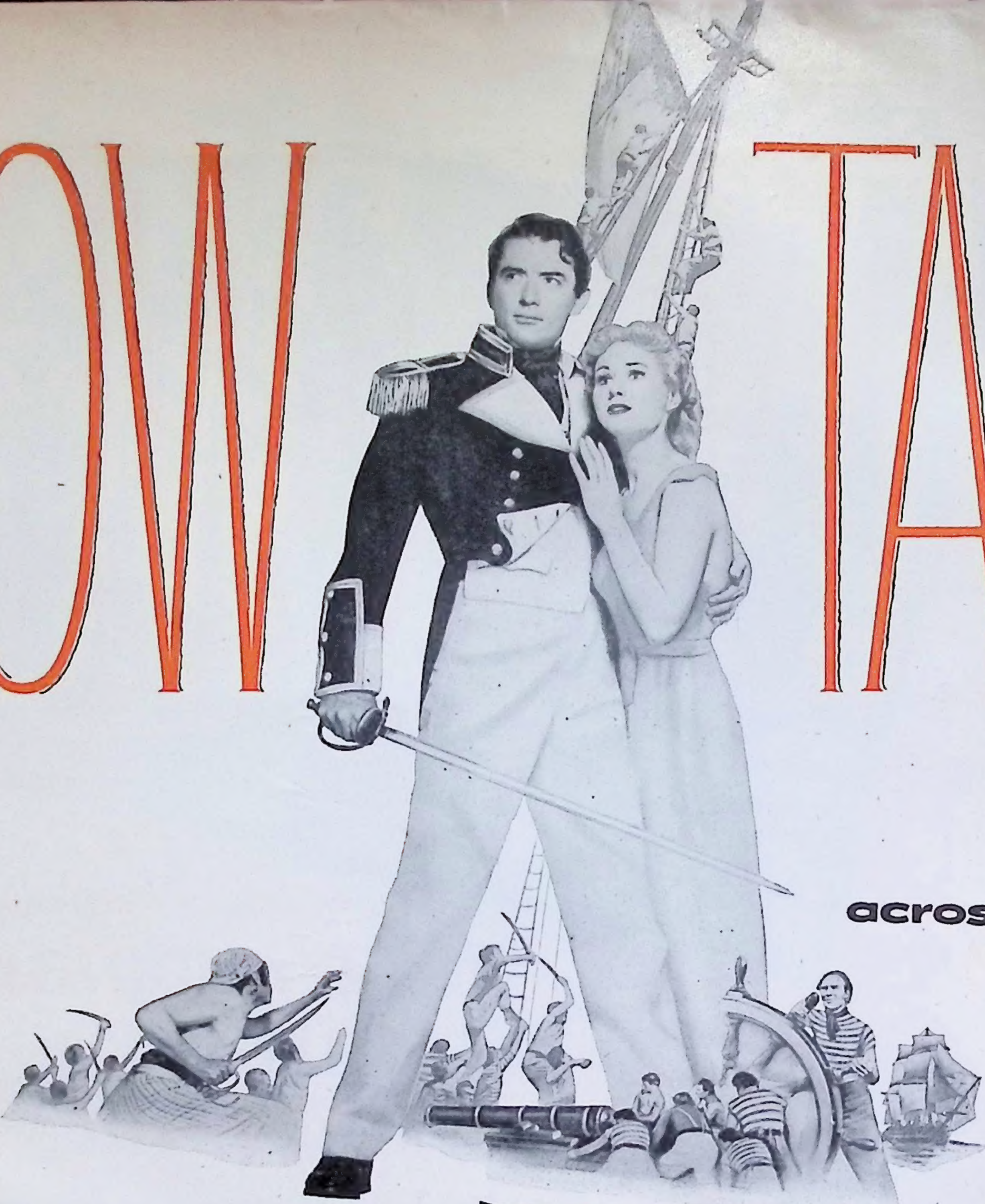
SALT LAKE CITY—8/24—1 P.M
20th-Fox Screen Room
216 East First Street, South

SAN FRANCISCO—8/24—1:30 P.M.
20th-Fox Screen Room
245 Hyde Street

SEATTLE—8/24—1 P.M.
Jewel Box Preview Theatre
2318 Second Avenue

WASHINGTON—8/24—2 P.M.
RKO Screen Room
932 North Jersey Avenue, N.W.

NOW TA



across

CAPTAIN HORAT

SILVER ANNIVERSARY 1926 Warners 1951 OF TALKING PICTURES

GREGORY PECK and VIRGINIA MAYO

DIRECTED BY RAOUL WALSH Screen Play by Ivan Goff

KING OVER!

Capturing record audiences in city after city the nation! The banner business reports all say: Set your sights for clear sailing ahead!

LOOK FORWARD! GO FORWARD! WITH WARNER BROS.!

IO HORNBLOWER

COLOR BY TECHNICOLOR

in "CAPTAIN HORATIO HORNBLOWER"

& Ben Roberts and Aeneas MacKenzie · From the Novel by C. S. Forester

PICTURE OF THE WEEK

MITZI'S TOPS! High in the air, vivacious Mitzi Gaynor gives out with a sample of what happens in 20th Century-Fox's "Friendly Island," the sparkling south seas Technicolor musical which also stars William Lundigan, Jane Greer, David Wayne and Gloria de Haven. It's a Fall treat for the boxoffice!

(Advertisement)

BOXOFFICE The Pulse of the Motion Picture Industry

THE NATIONAL FILM WEEKLY
Published in Nine Sectional Editions
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Published Every Saturday by
ASSOCIATED PUBLICATIONS

Editorial Offices: 9 Rockefeller Plaza, New York 20, N. Y. John G. Tinsley, Advertising Manager; James M. Jerauld, Editor; Chester Friedman, Editor Showmandiser Section; Lou H. Gerard, Editor Promotion Section; A. J. Stocker, Equipment Advertising. Telephone COlumbus 5-6370.

Publication Offices: 825 Van Brunt Blvd., Kansas City 1, Mo. Nathan Cohen, Executive Editor; Jesse Shlyen, Managing Editor; Morris Schlozman, Business Manager. I. L. Thatcher, Editor The Modern Theatre Section; Herbert Roush, Sales Manager. Telephone CHestnut 7777.

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Western Offices: Editorial and Film Advertising—6404 Hollywood Blvd., Hollywood 28, Calif. Ivan Spear, manager. Telephone GLadstone 1186. Equipment and Non-Film Advertising—672 S. LaFayette Park Place, Los Angeles, Calif. Bob Wettstein, manager. Telephone DUnkirk 8 2286.

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The MODERN THEATRE Section is included in the first issue of each month.

The PROMOTION Section is included in the third issue of each month.

Albany: 21-23 Walter Ave., M. Berrigan.
Birmingham: The News, Eddie Badger.
Boston: Frances W. Harding, Lib. 2-0305.
Charlotte: 216 W. 4th, Pauline Griffith.
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Vancouver: Lyric Theatre Bldg., Jack Droy.
Winnipeg: 282 Ruperts, Ben Sommers.

Member Audit Bureau of Circulations

Entered as Second Class matter at Post Office, Kansas City, Mo. Sectional Edition, $3.00 per year; National Edition, $7.50.

AUGUST 18, 1951
Vol. 59 No. 16

A LESSON TO BE LEARNED

THERE is not much to be gained by decrying the Life magazine attempt to assay the state of health of the motion picture industry and its grim prediction that a dire future lies almost immediately ahead. The damage has been done. It can be rectified, not alone by countering the baseless statements and fallacious conclusions with irrefutable facts, but by correcting the condition, from within the industry itself, that gave rise to such false premise in the first place.

There is no denying that the Life article was a stunning blow—contained largely in the sensational scare headline, the photographs of "deceased" theatres and the loaded questions in the first paragraph that implied their own answers. Those who read farther, gained a slightly better impression. Nevertheless, the over-all impact rocked the industry to its very foundation.

Maybe this shaking-up was needed by the industry. Maybe some good will come from it. Maybe a lesson will be learned, resulting in a unity that will "show 'em" how it can really fight, how it can really build to a greater strength, to a greater position than ever before!

In the calm, after getting over the first shock of the article and its implications, it may be viewed as a climax to a long period of antagonism displayed in the public prints. We hold no brief for the antagonists, but the industry must share in the blame, for it has been downright neglectful in the preservation of its institution. It has, almost entirely, forsaken it, in preference for the opportunistic tendency to promote only individual pictures—not the industry. It has thought, principally, of the immediate gain, not enough of the future. Individual picture attractions have patron-cultivating qualities. But in a business where the product is so variable, there must be a continuing reliance upon the institution to nurture such an asset as "the picture-going habit." Neglect of this facet of our business has not only caused a waning of the "habit," it has also made our business vulnerable to attacks that find this soft spot—the industry structure.

For an industry that has so many organizations, this is one of the most disorganized businesses in the nation. It has a branch or a guild for just about every segment; *but it has no single unifying body, no representative spokesman for all of the industry*. Not merely is there need for one who will rise to the industry's defense. That's one of our chronic maladies—we are too often on the defensive and not taking the lead to advance our own causes and give out with authentic, authoritative figures and facts, before someone assails us and issues garbled information that throws us for a loss.

COMPO is on the move now. But why should it have taken so long—and at a time when the need was so pressing — to have to *sell* the idea of unification for the common interest? We bring up COMPO, because its principal function was to be public relations at the national level. But, while it was a-borning, we were letting our structure rot. We were leaving our public relations largely to chance.

One of the planks in the COMPO platform provides for research, whereby the industry would readily have information about itself at its finger-tips and make good use of it, just as do other industries. Prior to the incubation of COMPO, the Motion Picture Ass'n of America, at the instance of Eric Johnston, inaugurated a statistical department. It issued some reports in 1948 and shortly thereafter it was dropped. "Economy," was given as the reason. But what a costly economy it has been! For, if this bureau had continued to function and to properly serve the industry, the problem of dealing with erroneous and injurious statements might, today, be non-existent. The MPAA would properly be the authoritative source for statistics on the industry.

Soon after Mr. Johnston came into the industry, he proposed the formation of a Motion Picture Institute that would be representative of ALL elements—production, distribution, exhibition, etc. Nothing came of it. COMPO is a reasonable approximation of that idea. Maybe it will grow and have the stature and influence of such organizations as the Petroleum Institute, the Coal Institute, the Carpet Institute, to name a few.

As we said near the beginning of these observations, maybe some good will come from the shaking-up or waking-up that the Life article will, indirectly, have brought about. Already we have seen evidence of individual exhibitors bringing forward vigorous approaches to selling the institution of the motion picture. COMPO leaders, at headquarters and in the field, are more than ever determined to make a gigantic success of the forthcoming Movietime U.S.A. campaign. Selling the theatre, as well as the product, is high in the plans. And there's cooperative effort among competitors coming to the fore. That's a mark of unity from which there can come much added strength, spreading across the nation at the local level and at the highest intensity.

But let's not lose sight of the industry's need to take stock of itself, to see wherein it has contributed to its own tearing down, either by acts of omission or commission. Let's stop crying in public about bad business, even if it should get very bad; or about theatre closings, without giving the complete information, including new house openings. These are but a few of the "leaks," sometimes thoughtless, sometimes with underlying selfish motives, that the industry must firmly close up.

Ben Shlyen

THAT LIFE ARTICLE! IT STIRS THE INDUSTRY INTO ACTION

Reaction Is Dynamic As Exhibitors Across U.S. Call for United Front

NEW YORK—Nothing in decades has so completely stirred the indignation of film men as the recent Life magazine article which attempted to count ten over the industry.

Life has been deluged with indignant protests.

Because the attack came at a time when, for the first time, production, distribution and exhibition were united on a campaign to take advantage of a new optimism that has been stirring since May, industry leaders everywhere charged that the magazine editors were hitting below the belt.

MIGHT BE A 'PEARL HARBOR'

That is still the feeling, but it has become obvious in the past few days that an industry Pearl Harbor may have exploded the skeptics and the hold-backers into action. Exhibitors in all the 48 states are being heard from. The reaction is dynamic.

Robert J. O'Donnell and others make no secret of their belief that the Council of Motion Picture Organizations will stand or fall on the results of the Movietime U.S.A. drive. Three weeks ago they had some doubts about how much regional support they would get from exhibitors. These doubts have disappeared. Now they are counting on exhibitor financial help regionally. Texas started the ball rolling by raising $50,000, and O'Donnell intends to urge the raising of similar regional funds on any per-seat assessment basis that the exhibitors will support. No estimate has been made on what this will total, but if it doesn't reach a million dollars combined with the $650,000 which the distributors and some circuits have tentatively pledged for their budget, there will be considerable disappointment.

TOPPED BY RADIO-TV BUDGET

The producers' contribution will not be large compared with what the radio and television industries are planning to spend almost at the same time. National Broadcasting Co. has already announced it plans to spend $720,000 on a promotion campaign and others are expected to make announcements along these lines.

Up to last week there was some worry as to what would happen on the coast, but reports now indicate that Charles Skouras intends to put on a campaign in spite of his recent resignation from the PCCITO and the San Francisco exhibitor group. Business has gone up 16 per cent in recent weeks in the Fox West Coast division of National Theatres.

COMPO finances have been meager to date, but O'Donnell's dynamic leadership and the assurance that Herman Robbins, head of National Screen, will devote his energies to help fund-raising as acting treasurer of COMPO has had a stimulating effect.

Both the Theatre Owners of America and National Allied are to hold conventions. The former will gather in New York September 23-27, just before the start of the campaign, and it is on the agenda. Allied is not scheduled to meet until October 30-November 1, but thus far there has been only one dissenting voice among its regional groups—the Eastern Pennsylvania unit, headed by Sidney Samuelson, who has opposed Allied collaboration with COMPO. Individual exhibitors and circuits in the Philadelphia area are expected to take action soon, but O'Donnell is not scheduled to stop there on his whirlwind tour this month.

Film Stocks Good Buy, An Expert Advises

NEW YORK—A bright future in the motion picture business, which makes the purchase of stock in producer-distributor companies particularly appealing, was forecast in the authoritative column, "Investment Pointers" by Sidney B. Lurie, which appears in the August 15 issue of Forbes magazine.

As if written specifically to offset the effects of the pessimistic Life article, Lurie listed six reasons why he thought film stocks were good buys. He said he felt the low point in company earnings was passed in the first half of 1951 for three reasons:

1. The success of "The Great Caruso" shows that a really outstanding picture brings excellent boxoffice returns.

2. The competitive threat of television has passed its immediate peak, now that the novelty of TV has worn off and new stations are not likely to be in operation for some time.

3. Hard goods competition for the consumer dollar has probably passed its peak and a more normal share of the national income will be available for amusements.

4. The film industry has done a good job in cutting production costs.

5. The foreign market has improved, and 1951 will be the second biggest foreign revenue producing year in the industry's history.

6. An industry "whose only asset is showmanship will find a positive answer to today's competitive problems" whether it be through big-screen TV, three-dimensional screens, some form of subscription TV or some other entertainment factor.

"The pessimists have forgotten that something like 53 million people (one-third of the population) still pay over 25 million dollars a week for an ageless commodity," Lurie declares.

"In short," he adds, "there is sound reasoning for visualizing an easing of both the internal and external problems which have been besetting the industry in the last few years, and, possibly, a definite reversal in trend."

Lurie winds up his article by pointing out that "No one has yet put air conditioning in television sets."

Individual exhibitors and circuits in the Philadelphia area have decided to conduct a campaign on an independent basis over a period of three months. This plan will be somewhat similar to that tried in Virginia and Baltimore several months ago.

The campaign will be conducted by the Greater Philadelphia Council of Motion Picture Exhibitors. Cooperative newspaper, radio, TV and billboard advertising will be used. The backers have set out to raise a budget of $100,000.

MAJOR CIRCUITS TO JOIN IN

Major circuits will take part. Trustees of the campaign are Morris Wax, William Goldman and Albert M. Cohen, an attorney.

New York has had a campaign somewhat similar to the Philadelphia undertaking in work for several weeks under the auspices of what is called the organization of the motion picture industry of the city of New York. Lynn Farnol has been in charge of the publicity and promotion. It is backed by both the Metropolitan Motion Picture Theatre Owners and Independent Theatre Owners Ass'n.

William Goldman, independent operator, who has engaged in many tilts with the majors in recent years, is one of those most violently angry about the Life article. He may join in the Movietime U.S.A. drive.

On every stop of O'Donnell's tour luncheons and general discussions have already been set, and Robert Coyne, COMPO counsel, is going to fill in on several meetings.

Already some discussion is taking place on the future of COMPO, if the campaign comes up to expectations. Arthur Mayer has said definitely that he will not continue as executive vice-president after the campaign.

There will be no surprise if a move is started to draft O'Donnell for the post, because he is a national figure with a dynamic personality. Whether he could be induced to devote much of his time to the job is a matter of pure guesswork. He has important responsibilities as one of the top executives of the Interstate Circuit in Texas.

NEED FOR A SPOKESMAN

The Life article pointed up the need for an industry spokesman to answer attacks and to supply information on a permanent basis that will break down the critical attitude of those who write about the industry or comment on it over the air. Plenty of study is being given to the problem by important executives, along with a tentative hope that some new way can be developed for putting industry promotion on an adequately financed permanent basis.

Major distributors and leading circuit heads hope the campaign will have such striking results on the boxoffice that exhibitors will be willing to put up a reasonable share of the money. They don't want to take on the entire burden, because this would create the impression that unity cannot be achieved in spite of nearly two years of discussion of COMPO objectives.

Canada will not take part in the campaign.

Financial reports on the first two quarters of 1951 show the basis for the increasing optimism of distributors. The first quarter was admittedly slow and May was the worst month of the year, but a change set in early in June.

Fiscal years of the companies vary and not all of them have reported. RKO had a net loss for six months of $734,720, but this was due to a bad first quarter. The second quarter turned in a net profit of $351,645.

Paramount Pictures estimated its consolidated net for the first six months at $2,832,000, compared with $2,826,000 for the same period in 1950. The picture improved in the second quarter when the net was $1,421,000, compared with $1,385,000 for the 1950 second quarter. Loew's, Inc., reported a net for the 12 weeks ending June 7 of $1,341,754, compared with $1,032,478 for the same 1950 period.

Universal has not issued quarterly reports for this year as yet, but its report to the Securities and Exchange Commission on the first 13 weeks showed world gross sales of $15,777,506, compared with $12,815,711 for the 1950 period. The report of 20th Century-Fox for the first quarter showed a loss, but the second quarter is expected to gain.

MPAA Fires 'Hot Answer' To Life's Story

NEW YORK—"Our children and grandchildren will still be seeing motion pictures in motion picture theatres long after the diviners of the film industry's doom fade out with their foggy crystal balls," reads a letter sent to the editors of Life magazine by Alfred Corwin in behalf of the Motion Picture Ass'n of America.

Corwin's letter was the result of general indignation in the industry resulting from an article appearing in the August 13 issue of Life predicting the film industry's doom as television develops.

Corwin is public information director for the MPAA in New York. He wrote:

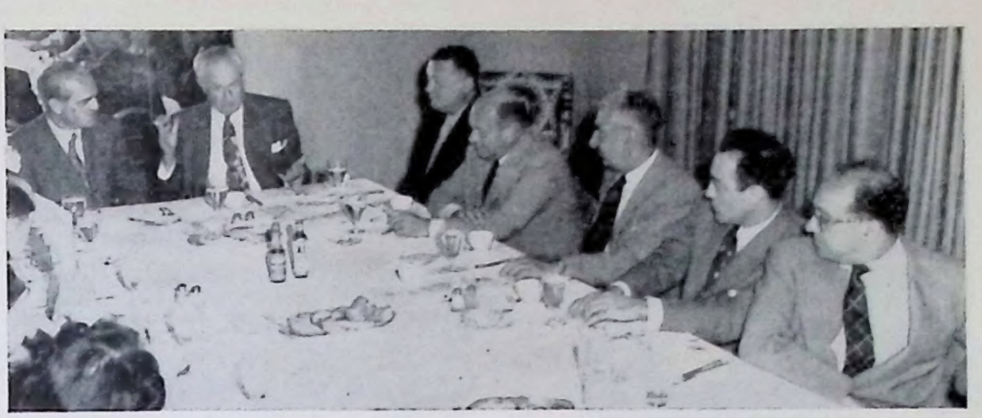
"Robert Coughlan's treatise on the motion picture business presents a sharply misleading picture of an industry whose product is seen and enjoyed week in and week out by more than 50,000,000 Americans. The tabloid-style 'supercolossal' emphasis given in the opening pages to theatre closings must be attributed to editorial malice in light of Mr. Coughlan's disclosure later in the article that (1) there are more theatres now in operation than ever before; (2) that many of the closings have been the result of shifts in population, and (3) that others have closed because they were old, decrepit or poorly managed.

"If Mr. Coughlan were thorough in his research, he might have learned from the National Production Authority that scores of applications have been received since the first of the year for the construction of new theatres and for major alterations in others. Businessmen don't invest millions of dollars in an enterprise that's dying or dead.

"Of course there has been a drop in boxoffice attendance since 1946 and the movie people aren't happy about it. No more so than the publishers and editors of Life can view with satisfaction the fractional but steady drop in its circulation since its peak year of 1947. We haven't seen the latest figures, but Life's circulation may be back up again thus far in 1951. So is the movie business.

"Our children and grandchildren will still be seeing motion pictures in motion picture theatres long after the diviners of the film industry's doom fade out with their foggy crystal balls."

Livest Corpse Life Ever Buried, Says O'Donnell



R. J. O'Donnell, second from left, discusses Movietime U.S.A. plans with advertising and publicity chiefs in New York. At his right in the photo is Ned Depinet, COMPO president. Others, L to R, are Mort Blumenstock, Warners; Charles Einfeld, 20th-Fox; Arthur L. Mayer, COMPO executive director; Charles Simonelli, U-I; and Max Youngstein, United Artists.

MINNEAPOLIS—Holding an informal conference with representatives of the Twin Cities press and radio, Bob O'Donnell, Movietime U.S.A. national director, told the group that the movie industry and exhibition are "the livest corpse Life or you have ever buried."

O'Donnell told about the Movietime U.S.A. and the Movietime Minnesota campaigns. He answered questions shot at him by the newspaper and radio men about the impact of TV on the industry.

"We fear nothing," declared O'Donnell. "Theatres still offer the finest entertainment available at the lowest price and will continue to do so. With all branches of the industry unified for the first time and complete exhibitor cooperation, we intend to bring this fact home more forcibly than ever before.

"We realize that television is here to stay and always will compete for the amusement dollar, but the public never will be able to see such motion pictures of quality on TV as they see in theatres, and pictures shown on television screens never will have the appeal or provide the pleasure as do those exhibited in theatres."

"Only upon a motion picture theatre's screens will the public be able to see fine pictures," declared O'Donnell. "There will be a tremendous fall and winter, the start of a new era, and the development will be productive of much motion picture excitement."

Refuting the picture of disaster painted for the industry in a current Life article, O'Donnell called attention to the fact that not a single fine A theatre anywhere has shuttered. In the Minneapolis exchange area, he pointed out, there has not been a single important theatre closing.

O'Donnell quoted figures showing that since the advent of TV there has been a 20 per cent increase in operating theatres and a 19 per cent gain in theatre capacity. In 1948 there were only 743 drive-in theatres, compared to 3,323 at the present time, he said. The present attendance of movie theatres, 60,000,000, compares to 73,000,000 at the boomtime peak of 1946 and 38,000,000 for the last pre-war year (1940), he told the gathering.

"RCA surely is closer to TV than Life magazine and its opinion regarding the motion picture industry's future is much more valuable," said O'Donnell. "The fact that it has just offered millions of dollars of credit to exhibitors to modernize their theatres is evidence of its faith and confidence in the outlook for exhibition."

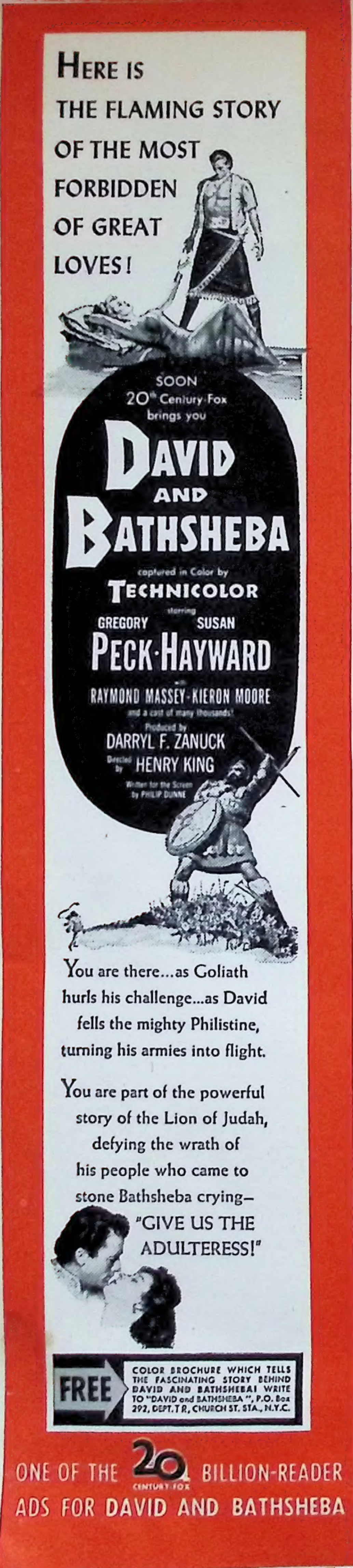
O'Donnell launched a whirlwind tour of 17 cities for Movietime U.S.A. this week. His schedule for the coming two weeks includes: August 20, New Haven; 21, Boston; 22, Indianapolis; 23, Chicago; 24, Denver; 25, 26, Dallas; 27, Memphis; 28, Atlanta; 29, Jacksonville; 30, New Orleans; 31, St. Louis.

Business 15% Over '50, Charles Skouras Says

LOS ANGELES—Envisioning a "great future" for the motion picture business, Charles P. Skouras, president of National Theatres, reported that attendance throughout the circuit is up 15 per cent over the corresponding period in 1950 and predicted grosses generally should continue to climb.

Just prior to heading for New York on business, Skouras emphasized he had "no doubts about the future" and said the "beautiful, capacious theatre, with superior sound and projection equipment, comfortable seats and colorful surroundings, plus ample parking facilities, will continue as the finest medium of entertainment for the public." The place of the theatre in U.S. life has been "definitely established and assured," the circuit executive maintained.

Skouras went to New York for discussions with officials of 20th Century-Fox anent the impending installation of the Eidophor large-screen theatre television system, developed in Switzerland, and in which 20th-Fox has a substantial interest.



HERE IS
THE FLAMING STORY
OF THE MOST
FORBIDDEN
OF GREAT
LOVES!

SOON
20th Century-Fox
brings you

DAVID
AND
BATHSHEBA

captured in Color by
TECHNICOLOR

starring
GREGORY SUSAN
PECK·HAYWARD

with
RAYMOND MASSEY·KIERON MOORE
and a cast of many thousands!

Produced by
DARRYL F. ZANUCK
Directed by HENRY KING
Written for the Screen
by PHILIP DUNNE

You are there...as Goliath
hurls his challenge...as David
fells the mighty Philistine,
turning his armies into flight.

You are part of the powerful
story of the Lion of Judah,
defying the wrath of
his people who came to
stone Bathsheba crying–
"GIVE US THE
ADULTERESS!"

FREE
COLOR BROCHURE WHICH TELLS THE FASCINATING STORY BEHIND DAVID AND BATHSHEBA! WRITE TO "DAVID and BATHSHEBA", P.O. Box 292, DEPT. T R, CHURCH ST. STA., N.Y.C.

ONE OF THE 20 CENTURY-FOX BILLION-READER
ADS FOR DAVID AND BATHSHEBA

U-I Reports Business Gains Across U.S.

NEW YORK—Reports of business gains across the country were presented by Universal-International district managers at the opening of a two-day sales conference Monday (13).

There has been a turn for the better everywhere, the district men told Charles Feldman, domestic sales manager.

Most of the first day's session was given over to an analysis of territorial reports. U-I has a policy of permitting considerable local autonomy to district and exchange managers. This includes local review of contracts, which gives the field men a chance to negotiate on the basis of specific conditions in the 31 exchange areas. This makes them especially sensitive to changes in local economic situations. Exhibitors like the arrangement, they reported, and Feldman said it would be continued and broadened.

U-I Forces Asked to Aid Movietime Campaign

NEW YORK—Universal-International sales forces will be asked to cooperate to the fullest measure in the Movietime U.S.A. campaign. Charles J. Feldman, domestic sales manager, told district and exchange managers at the second day of their sales meeting here Monday and Tuesday (13-14) that he wanted everyone in the organization, both at the national and local levels, to help put the campaign over.

"Everything points to prosperous days ahead for the industry if everyone gets behind its pictures with the same spirit that is currently being shown by producers, distributors and exhibitors," Feldman stated.

He also told the field men that the program of diversification will be continued; that periodic reviews will be made in the various markets, and that distressed exhibitors will be aided.

Fall releases discussed included: "Bright Victory," which is now having a series of prerelease engagements; "Thunder on the Hill," starring Claudette Colbert and Ann Blyth; "The Golden Horde," in Technicolor, starring Shelley Winters, Richard Conte, Stephen McNally, Charles Bickford, Alex Nicol and John McIntire; "The Lady Pays Off," starring Linda Darnell, Stephen McNally and Gigi Perreau; "Weekend With Father," starring Van Heflin and Patricia Neal; "Meet Danny Wilson," starring Frank Sinatra, Shelley Winters and Alex Nicol; "The Bend of the River," starring James Stewart, and "The World in His Arms," in Technicolor, starring Gregory Peck.

Briskin-Lesser Company To Release Through UA

NEW YORK—The newly formed partnership of Samuel J. Briskin and Sol Lesser, in which Edward Small is expected to join, has signed an agreement with United Artists to deliver a minimum of six A-grade pictures during 1952. Arthur B. Krim, UA president, said production of the first will begin in October, that Aubrey Schenck has been engaged as a producer, and that arrangements are being made with other producers.

Pulse Beats

Goldenson in Washington For Justice Conference

Details of regional divorcements discussed along with trusteed stock problems arising in connection with proposed merger with American Broadcasting Co.

*

Sarnoff Predicts Theatre TV in Color This Year

RCA board chairman, just back from Europe, says present TV projectors can be changed over without too much expense; also intends to resume field tests for color home receivers.

*

NPA Construction Permits Granted Two Drive-Ins

Sidney Lust receives National Production Authority approval to build $100,000 drive-in, Prince Georges county, Md.; Salem, N. H., drive-in allowed to remodel at cost of $11,350.

*

Crescent Circuit Hearing Scheduled September 1

Federal district court in Nashville, Tenn., to hear arguments on the motion by Crescent to dismiss the government's contempt charges for violation of the antitrust decree.

*

Two Kansas City Theatres File Antitrust Actions

Suits, seeking total of $350,000, filed by Nathan Zoglin of the Ritz Theatre, and Harold G. Linfield and Lester H. Silverman of the Colonial Theatre.

*

Shuberts Open Fight On Amusement Rates

Charge five newspapers with antitrust violations in charging special rates for amusements; allege a 10-year conspiracy on upped rates in New York City; case of special interest to theatremen.

*

Motion Picture Export Ass'n Approves Anglo-U.S. Pact

Acceptance of the terms by all of its member companies constitutes MPEA ratification of the film agreement which will become effective October 1.

*

Earnings of RKO Pictures Leap in Second Quarter

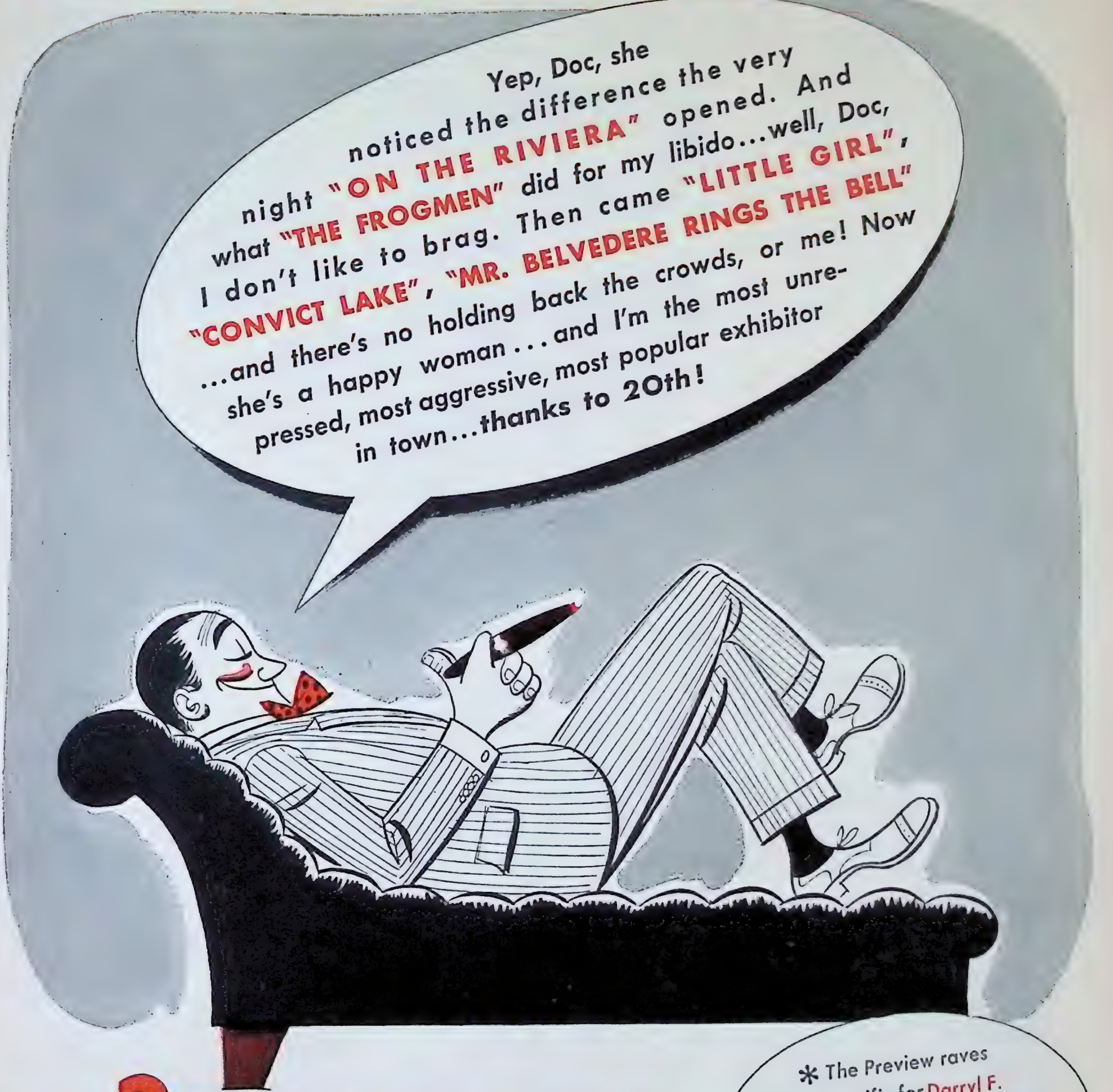
Estimate net profit of $351,645 for three months ended June 30 and net loss of $734,720 for six months ended on that date; company began operations first of the year.

*

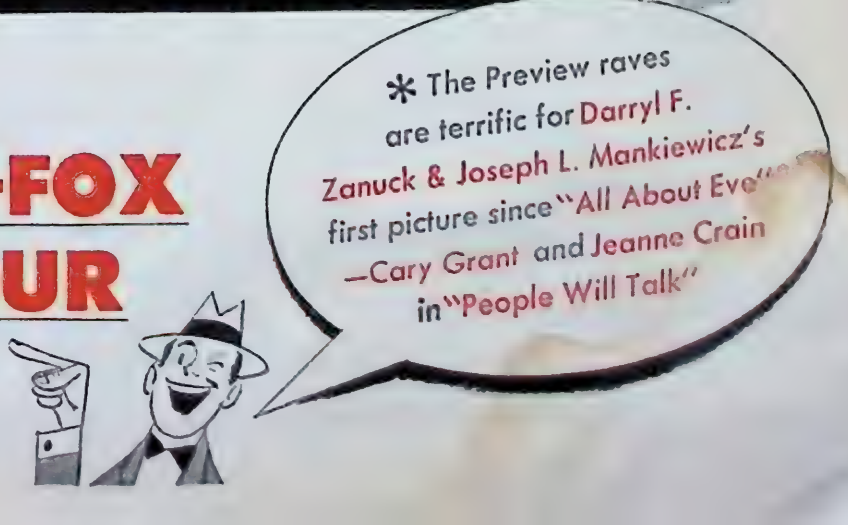
Film Dividend Payments For June Show Decline

Report total of $4,671,000, as compared to $4,873,000 in June 1950; first six months of 1951 reached $15,065,000, a drop of $1,503,000 below the $16,568,000 figure for the same period last year.

PEOPLE WILL TALK!*


Yep, Doc, she noticed the difference the very night "ON THE RIVIERA" opened. And what "THE FROGMEN" did for my libido...well, Doc, I don't like to brag. Then came "LITTLE GIRL", "CONVICT LAKE", "MR. BELVEDERE RINGS THE BELL" ...and there's no holding back the crowds, or me! Now she's a happy woman . . . and I'm the most unrepressed, most aggressive, most popular exhibitor in town...thanks to 20th!

LET 20th CENTURY-FOX PUT EGO INTO YOUR BOXOFFICE!



* The Preview raves are terrific for Darryl F. Zanuck & Joseph L. Mankiewicz's first picture since "All About Eve" —Cary Grant and Jeanne Crain in "People Will Talk"

RKO WILL HAVE 36 FOR '50-'51; THIRD OF FEATURES IN COLOR

Independent Producers To Supply Substantial Portion of Schedule

RKO executives are shown at the Waldorf Astoria hotel in New York for a meeting announcing the new product lineup for the coming year. Front row, left to right: Don Prince, eastern publicity director; Nat Levy, eastern sales manager; Charles Boasberg, north-south division sales manager; Robert Mochrie, vice-president and general sales manager; Walter Branson, western division sales manager; Sid Kramer, short subjects sales manager; S. Barret McCormick, director of advertising. Back row: Bob Folliard, eastern district manager; Morris Lefko, eastern central district manager; Al Kolitz, Rocky Mountain district manager; Ben Cammack, southwestern district manager; Carl Peppercorn, Canadian district manager; Dave Prince, southeastern district manager; Herbert Greenblatt, midwestern district manager, and Len Gruenberg, metropolitan district manager.

NEW YORK—RKO Radio Pictures will have 36 features on its 1951-52 schedule. Eighteen of these will be released in the remainder of the calendar year, Ned E. Depinet told a session of division and district managers Tuesday (14) at the Waldorf Astoria.

All of the 36 are now completed or in the course of production. Twelve will be in color—nine in Technicolor, one in Supercinecolor, one in Cinecolor and one in Trucolor.

Twelve independent production units will contribute to the program. They are: Walt Disney, Samuel Goldwyn, Jerry Wald and Norman Krasna, Edmund Grainger, Howard Hawks and Edward Lasker, Sol Lesser, Ida Lupino and Collier Young, the King Brothers, Joseph Kaufman, Gabriel Pascal, Irvin Allen and Irving Cummings jr.

'LEATHERNECKS' PREMIERE

The RKO releasing season starts with July and runs through June. Outstanding on the new program are Walt Disney's "Alice in Wonderland," now playing in many cities, and "Flying Leathernecks," an Edmund Grainger Technicolor production of the U.S. marines which opened Monday (13) in Chicago, and will open in New York and several other cities this month.

The first two films from the Wald-Krasna unit will be "Behave Yourself," starring Farley Granger and Shelley Winters, to be released in September, and "The Blue Veil," starring Jane Wyman, set for early November. Two additional Wald-Krasna films, "Clash by Night," with Barbara Stanwyck and Paul Douglas, and "The USO Story," starring Tony Martin, are set on the current program for the new season.

Another top-budget picture coming before the end of the year will be Samuel Goldwyn's "I Want You," which stars Dana Andrews, Farley Granger, Dorothy McGuire and Peggy Dow.

"Jet Pilot," produced under Howard Hughes' personal direction and in work for more than a year, will be ready late in the year. It stars John Wayne and Janet Leigh, and it's in Technicolor.

Comedy and music form an important part of the program. "Two Tickets to Broadway," Technicolor musical romance with Tony Martin, Janet Leigh, Gloria DeHaven, Eddie Bracken, Ann Miller and Barbara Lawrence, will be one of the important releases.

There will be two with Groucho Marx, "It's Only Money," which co-stars Frank Sinatra, Jane Russell and Groucho, and "A Girl in Every Port," in which he will be seen with William Bendix and Marie Wilson. Another musical, "Happy Go Lovely," in Technicolor, stars David Niven, Vera-Ellen and Cesar Romero.

Music and songs with western backgrounds will be presented in two films, "Slaughter Trail," produced in Cinecolor, with Brian Donlevy, Gig Young, Virginia Grey, Andy Devine, with Terry Gilkyson singing ballads, and "Montana Belle," Trucolor frontier mining romance, with Jane Russell and George Brent.

Filmakers, the production company headed by Ida Lupino and Collier Young, will have "On the Loose," a story of youth running wild, with a cast headed by Joan Evans, Lynn Bari, Melvyn Douglas and Robert Arthur, and "Day Without End," a modern drama with Robert Ryan heading the cast. Miss Lupino will also co-star with Ryan in "On Dangerous Ground."

In addition to "Flying Leathernecks," Edmund Grainger will have "The Korean Story," with Robert Mitchum heading the cast, and "The Racket," starring Mitchum, Robert Ryan, Lizabeth Scott and William Talman.

Winchester Films, the Howard Hawks-Edward Lasker unit, will do "The Big Sky," with Kirk Douglas in the principal role.

Jane Russell, Victor Mature, Vincent Price, Hoagy Carmichael and Brad Dexter will be in "The Las Vegas Story," and Miss Russell also will appear with Robert Mitchum, William Bendix and Gloria Grahame in "Macao."

King Brothers are set for "Drums in the Deep South," a Supercinecolor production with a Civil War setting. It will star James Craig, Barbara Payton and Guy Madison.

Cornel Wilde, Maureen O'Hara, Robert Douglas and Gladys Cooper head the cast of "Songs of the Musketeer," in Technicolor, in which the offspring of D'Artagnan and his friends continue the all-for-one tradition.

"The Half Breed," in Technicolor, will star Robert Young, Janis Carter, Jack Buetel and Barton MacLane.

Sol Lesser will present Lex Barker in "Tarzan, the Hunted."

Joseph Kaufman's first release will be "Sudden Fear," starring Joan Crawford in a dramatic role.

"The Story of Robin Hood" is now being produced by Walt Disney in England as an all-live action drama in Technicolor. The cast is headed by Richard Todd, Joan Rice, James Hayter and Martita Hunt.

Disney's "Snow White and the Seven Dwarfs" will be reissued in the coming season.

"Androcles and the Lion," Gabriel Pascal's production of the historical comedy by George Bernard Shaw, is scheduled as one of the important releases of the season. It features Jean Simmons, Victor Mature, Maurice Evans, Robert Newton, Sir Cedric Hardwicke and Elsa Lanchester.

Walt Disney's "Peter Pan" and Samuel Goldwyn's "Hans Christian Andersen," both in Technicolor, may also be released.

Three more Wald-Krasna films, "Cowpoke," "High Heels" and "Exclusive Model" are scheduled.

Great Year for Patrons, Ned Depinet Forecasts

NEW YORK—Every fine picture produced by any company is a challenge to competition and there have been more of them this year than during any single season in the past, Ned E. Depinet, RKO Radio president, told his sales forces in announcing the new season's product.

"The past year," he said, "has brought to the screens of the world more fine films from all companies and individual producers than any single season in the past, and the new year, just starting, will top the past year in the number of quality pictures released.

"It is going to be a great year for moviegoing."

Uses Trailer to Tell About Good Business

CONSIDERING GENERAL ECONOMIC CONDITIONS IN THE SOUTH TODAY . . . .

BUSINESS AT THIS THEATRE IS GOOD!

AND WHY SHOULDN'T IT BE?

WE'RE SHOWING GOOD MOVIES WITH EVERY CHANGE OF PROGRAM!

YOUR CENTER IS ONE OF THE FINEST THEATRES IN NORTH CAROLINA!

OUR ADMISSION PRICES ARE BELOW THE NATION'S AVERAGE!

OUR SEATS ARE COMFORTABLE!

ON THE HOTTEST DAYS, OUR AIR CONDITIONING PLANT MAKES COOL WEATHER FOR YOU!

WE'RE CERTAINLY NOT SINGING THE BLUES! MORE FOLKS ARE COMING BACK TO THE MOVIES . . .

BECAUSE THEY KNOW THAT NOTHING TAKES THE PLACE OF A GOOD MOVIE PROGRAM SHOWN ON OUR KING-SIZE SCREEN!

EVERY WEEK, EVERY DAY, WE HAVE FINE MOVIES FOR YOU. ATTEND OFTEN! YOU'RE ALWAYS WELCOME TO THE CENTER!

Earle M. Holden, operator of the Center Theatre, Hickory, N. C., believes that exhibitors do not use their own screens to sell the theatre as an institution. To offset such unfavorable publicity as that which appeared in Life last week, Holden runs homemade trailers, with copy such as that above, to create a favorable community climate for motion pictures.

Myers Contends Bidding Is Not Compulsory

WASHINGTON—In a letter to Allied members, Allied General Counsel Abram F. Myers revealed on Sunday (12) that he had commented on the affirming of the Windsor Theatre decision that, "in other words, mere suspicions will not support a charge of conspiracy. Timid film executives who claim that they must resort to competitive bidding in order to avoid a charge of conspiracy should take heart.

"It is time that they began to exercise their legal rights and stand by their independent exhibitor customers, even though bidding may temporarily be more profitable."

The point at issue was whether the plaintiffs had proved a conspiracy among the distributors merely by showing that they licensed their films to an old customer, the late Tommy Goldberg, and would not license them to the newcomer, the Windsor Theatre.

The Baltimore district court decision was to the effect that a distributor acting singly and for good business reasons still may choose its own customers in bona fide transactions. The circuit court of appeals (fourth circuit) recently upheld the decision of the lower court, finding it "quite natural that the distributors would not be prone to substitute an unknown customer for a proven one."

UNPRECEDENTED BACKLOG OF PICTURES

MGM to Film 40 Features During Next 12 Months

HOLLYWOOD—Stressing the precedential number of completed features which MGM currently has in its lineup, and calling attention to the top grossers recently released by the company, Dore Schary, head of production and chairman of the studio's executive committee, confidently predicted at a luncheon for the studio's executive and production personnel, to which the tradepress was invited Wednesday (15) that Leo will continue to distribute product of comparable entertainment worth and commercial success.

Dore Schary

Schary said it had been a source of "great satisfaction" to his company to have delivered such boxoffice hits as "The Great Caruso" and "Show Boat" in recent months, and disclosed that during the next 12 months MGM will film a minimum of 40 features—half of them in Technicolor.

PICTURES IN COLOR

Tinters in the lineup include:

"Because You're Mine," with Mario Lanza; "The Merry Widow," co-starring Lana Turner and Fernando Lamas; "Scaramouche," a costumer with Stewart Granger; "Lovely to Look At," musical starring Kathryn Grayson, Red Skelton and Howard Keel; "Skirts Ahoy," tunefilm with Esther Williams; "The Adventures of Huckleberry Finn," musical version of the Mark Twain classic, starring Danny Kaye and Gene Kelly; an untitled tunefilm with Debbie Reynolds and Carleton Carpenter; "The Student Prince," film version of Sigmund Romberg's operetta, with Jane Powell; "One Piece Bathing Suit," another Esther Williams musical; "Give the Girl a Chance," a tunefilm with Gene Kelly; "Beau Brummell," starring Granger; "Jumbo," from the Broadway stage success; "Everything I Have Is Yours," to star Skelton and Vera-Ellen.

"Brigadoon," adapted from the stage hit; "Everybody Swims," also to star Esther Williams; "Interrupted Melody"; "Mexican Village," romantic drama to star Ava Gardner; an untitled musical with Fred Astaire; "Ghost of a Chance"; "Goodbye, Mr. Chips," musical version of the James Hilton story, originally filmed in 1939; "Young Bess," romantic drama toplining Granger.

BLACK AND WHITE LINEUP

Upcoming, in black-and-white, are:

"The Invitation," with Dorothy McGuire; "Bowery to Bellevue," starring June Allyson; "Plymouth Adventure," historical drama with Spencer Tracy; "Sometimes I Love You," which will star Clark Gable; "Mr. Congressman," which Schary will personally produce; "Pat and Mike," a romantic comedy with Spencer Tracy and Katharine Hepburn; "Man With a Record," starring James Stewart; "Years Ago" with Tracy and Debbie Reynolds; "Three Love Stories," a romantic trilogy; "Two If by Sea," action drama starring Gable; "Eagle on His Cap," an aviation drama; "The Railroad Story," semidocumentary; "Eye Street," a melodrama; "The Girl Who Had Everything," starring Ava Gardner.

"Dream Wife," a comedy; "Romance of Henry Menafee," romantic drama to be produced in England; "Letter From the President," starring Lana Turner; "Young Man in a Hurry," comedy-drama starring Ruth Roman and Russell Nype; "The General Came Home," a romantic drama; "Naked Sky," a melodrama; "Glory Alley," U.S. marines drama; "Autobahn," a melodrama; "Memorial to a Bad Man," a satirical comedy; "Sign of the Eagle," which will be filmed in England; "Second Love," a romantic comedy, and "Days Before Lent," "American Beauty," "Death at Attention," "Good Boy," "Flesh and the Devil," "Mogambo," jungle drama starring Gable, and "Fearless Fagan," with the Reynolds-Carpenter team.

Among the films completed during the fiscal year now drawing to a close, and still awaiting release, is "Quo Vadis," claimed to be the most expensive motion picture ever made. Also in the cans are:

"An American in Paris," Technicolor musical starring Gene Kelly; "Texas Carnival," co-starring Esther Williams, Red Skelton and Howard Keel; "Westward the Women," historical western toplining Robert Taylor; "It's a Big Country," a multiepisode offering with an all-star cast; two superwesterns starring Clark Gable, "Across the Wide Missouri" and "Lone Star"; a baseball comedy, "Angels in the Outfield"; "Callaway Went Thataway," a comedy western; "Pandora and the Flying Dutchman," with Ava Gardner; "The Light Touch," starring Stewart Granger; "When in Rome," with Van Johnson; "Banner Line," with Keefe Brasselle; "Calling Bulldog Drummond," filmed in England, starring Walter Pidgeon, and "Love Is Better Than Ever," with Elizabeth Taylor.

I. L. Thatcher to Edit Modern Theatre

KANSAS CITY—I. L. Thatcher has joined the staff of BOXOFFICE as managing editor of the Modern Theatre Section, succeeding Kenneth Hudnall, who resigned to take a post with Meredith Publishing Co., Des Moines.

Thatcher for the past 12 years has been editor of Hardware and Farm Equipment, a trade publication for retail implement and hardware dealers, and has written extensively for Builders Supply News and other trade journals dealing with new construction, remodeling, equipment, maintenance and merchandising.

During Thatcher's editorship, Hardware and Farm Equipment won a number of awards for editorial merit and achievement as well as the highest award for association trade magazines in the contest conducted by the International Council of Industrial Editors.

Minn. Amusement Takes News-Type Ad To Boost Own and Opposition Films

MINNEAPOLIS—Harry B. French, Minnesota Amusement Co. president, believes the more outstanding pictures the better, even when they are unloaded on the public simultaneously and when theatres competing with his own may be housing some of them. So when "Show Boat," playing his own Radio City Theatre, and "Alice in Wonderland," at the oppostion RKO Orpheum, in Minneapolis, were counterattractions and both did smash business their first weeks, he took a large three-column extra ad in the Minneapolis Sunday Tribune to call attention to the public's enthusiasm for the fine pictures, giving equal space to both of them.

It's the first time in local film history that one theatre has advertised the attraction of an opposition house and it created much talk and brought lots of attention to both the Radio City and RKO Orpheum—a fact which the industry believes helped motion pictures generally here, making the public more movie and theatre conscious.

The ad stated: "Movie-hungry Minneapolis is setting new attendance records at loop theatres. Morning, noon and night, since a week ago Friday, Minneapolitans have been packing the Radio City Theatre and the RKO Orpheum Theatre as business observers estimate more than 200,000 people have passed through the doors of these two theatres."

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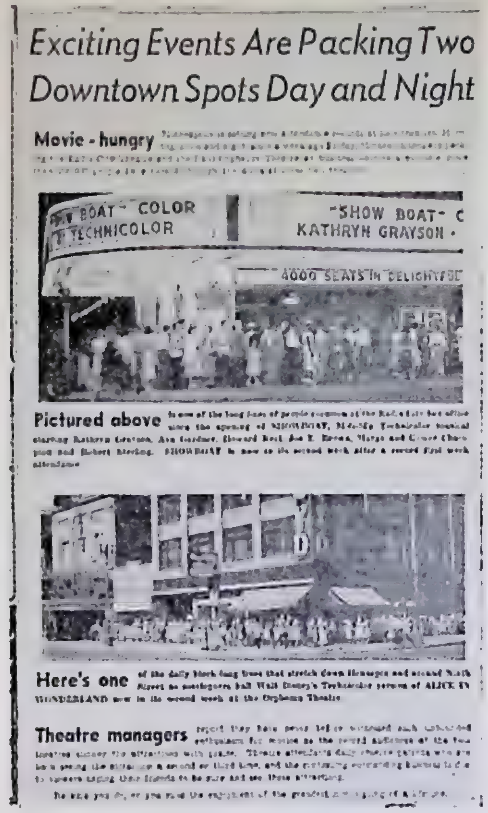
The ad concluded: "Theatre managers report they have never before witnessed such unbounded enthusiasm for movies as the record attendance at the two theatres shower the attractions with praise. Theatre attendants daily observe patrons who are back seeing the attractions a second or third time, and the continuing outstanding business is due to viewers urging their friends to be sure to see these attractions. Be sure you do, or you miss the enjoying of the greatest moviegoing of a lifetime."

When Bob Hope was in Minneapolis a few months ago he suggested something on the French order. He felt that the producers should combine forces and release an assortment of particularly outstanding pictures simultaneously—pictures the public couldn't afford to miss—and to combine to exploit them all together, even though they were the product of competing companies, in large institutional ads.



Exciting Events Are Packing Two Downtown Spots Day and Night

Movie - hungry

BOAT - COLOR
TECHNICOLOR
"SHOW BOAT" - C
KATHRYN GRAYSON ·
4000 SEATS IN DELIGHTFUL

Pictured above

Here's one

Theatre managers

Exhibitors Tell Lippert Story Appeal More Important Than 'Star Power'

HOLLYWOOD — Inherent entertainment quality and audience appeal, not so-called "star power" or the past reputation of either major or independent producers, are the ingredients through which current product can best be evaluated, a representative cross-section of the nation's exhibitors have opined in response to a query leveled at them by Robert L. Lippert, president of Lippert Pictures and Lippert Productions.

Lippert sounded out 175 showmen on their reaction to a campaign he is waging to secure what he described as the "better type" of marquee names to appear in "quality pictures" made at "sensible production costs." Such efforts, he informed, had met with opposition from talent agents who allegedly contended Lippert releases are "dissipated" by theatres and that resultantly the name value of stars appearing therein deteriorates.

In response, a majority of the contacted showmen averred that the picture makes the star, not vice-versa, and that good pictures are a pressing necessity, regardless of what company makes them.

Among the replies he received were communications from the Balaban & Katz circuit, Chicago; Harold J. Fitzgerald, president of Fox Wisconsin, Milwaukee; M. J. Mullin of New England Theatres, Inc.; the Arizona Paramount Corp.; Trueman T. Rembusch, president of Allied States Ass'n; Marco Wolff, of Fanchon & Marco; J. J. Fitzgibbons, Famous Players Canadian; John Hamrick Theatres, Inc., of Seattle; and J. R. Vogel, vice-president of Loew's, Inc.

SIMPP Okays British Deal

$25 Million a Year Expected From Pact

HOLLYWOOD—Terms of the new Anglo-American film agreement, which is slated to go into effect October 1 and provides for an estimated $25,000,000 in remittances to be taken out of England by U.S. producers and distributors, were unanimously approved Tuesday (14) by the executive committee of the Society of Independent Motion Picture Producers.

Details of the pact were brought to the attention of Hollywood and the SIMPP by James Mulvey, president of Samuel Goldwyn Productions, who had outlined the accord last week in New York for eastern industry brass upon his return from London. He represented SIMPP at the British negotiatory huddles, in which Joyce O'Hara and John McCarthy of the Motion Picture Ass'n of America also participated.

The basic remittance, Mulvey explained, remains the same as in the past—$17,000,000. However, there is an additional $4,000,000 expectancy in bonuses on pictures made by Americans in Britain, as well as a $4,000,000 guarantee as a result of the Eady plan, devised by Sir Wilfred Eady, British economist. This provides, Mulvey said, for U.S. participation in a three-pence increase in the prevailing English boxoffice rate.

Bonus payments, which can be taken out in dollars in monthly installments, will be figured at the rate of 33 per cent as compared to the 23 per cent permitted under the old agreement, which will result in an increase of approximately $1,000,000.

Formal ratification has yet to be made, however, by SIMPP and MPAA.

Mulvey stressed that the foreign market for U.S. films is becoming increasingly important. He cited that business in England currently is within 5 per cent of last year's, and said that between 35 and 40 per cent of a picture's gross now comes from abroad, as compared to only 30 per cent in recent years.

British production is, however, at a low ebb, Mulvey declared, and there is a "growing need" for good U.S. product in that nation's theatres. An English production incentive plan may ultimately work to the industry's disadvantage, he said, because of the probability that filmmakers there may concentrate on low-budget product for the secondary market and curtail their output of top-grade releases.

Gunther Lessing, SIMPP board chairman, presided at the luncheon session.

Arthur Kelly to Head TV Production Firm

NEW YORK — Arthur W. Kelly, former executive vice-president of United Artists, has formed a video film distributing company, chartered in Delaware as Arthur W. Kelly Television Co., Inc. Kelly will continue his duties as producer's representative for Charles Chaplin, Edward Small and Hunt Stromberg and will set up the following services for motion picture producers:

Distribution to television stations of both old and new films in Canada and the U.S., financial backing for new films for video and facilities for distribution of unreleased TV pilot productions.

"HURRY! HURRY! HURRY! Step right this way!"

The SHAPE that SHOOK the World!

LIFT
PAGE

BOX OFFICE
Issue of August 18, 1951

Directed by FREDERICK de CORDOVA • Produced by JACK GROSS • A UNIVERSAL-INTERNATIONAL PICTURE

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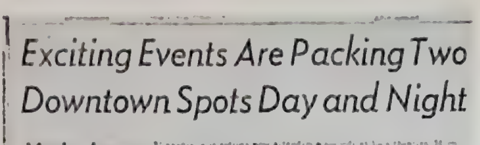
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SIMPP Okays British Deal

$25 Million a Year Expected From Pact

HOLLYWOOD—Terms of the new Anglo-American film agreement, which is slated to go into effect October 1 and provides for an estimated $25,000,000 in remittances to be taken out of England by U.S. producers and distributors, were unanimously approved Tuesday (14) by the executive committee of the Society of Independent Motion Picture Producers.

Details of the pact were brought to the attention of Hollywood and the SIMPP by James Mulvey, president of Samuel Goldwyn Productions, who had outlined the accord last week in New York for eastern industry brass upon his return from London. He represented SIMPP at the British negotiatory huddles, in which Joyce O'Hara and John McCarthy of the Motion Picture Ass'n of America also participated.

The basic remittance, Mulvey explained, remains the same as in the past—$17,000,000. However, there is an additional $4,000,000 expectancy in bonuses on pictures made by Americans in Britain, as well as a $4,000,000 guarantee as a result of the Eady plan, devised by Sir Wilfred Eady, British economist. This provides, Mulvey said, for U.S. participation in a three-pence increase in the prevailing English boxoffice rate.

Bonus payments, which can be taken out in dollars in monthly installments, will be figured at the rate of 33 per cent as compared to the 23 per cent permitted under the old agreement, which will result in an increase of approximately $1,000,000.

Formal ratification has yet to be made, however, by SIMPP and MPAA.

Mulvey stressed that the foreign market for U.S. films is becoming increasingly important. He cited that business in England currently is within 5 per cent of last year's, and said that between 35 and 40 per cent of a picture's gross now comes from abroad, as compared to only 30 per cent in recent years.

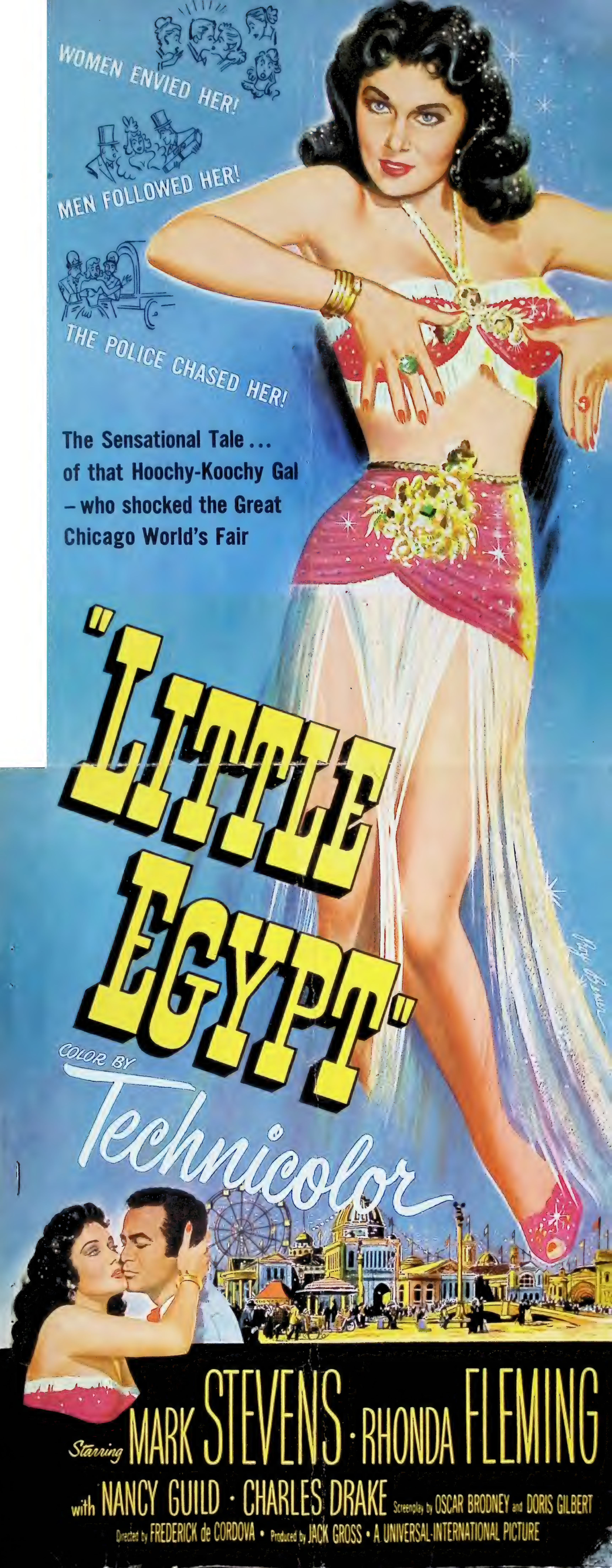
British production is, however, at a low ebb, Mulvey declared, and there is a "growing need" for good U.S. product in that nation's theatres. An English production incentive plan may ultimately work to the industry's disadvantage, he said, because of the probability that filmmakers there may concentrate on low-budget product for the secondary market and curtail their output of top-grade releases.

Gunther Lessing, SIMPP board chairman, presided at the luncheon session.

Arthur Kelly to Head TV Production Firm

NEW YORK — Arthur W. Kelly, former executive vice-president of United Artists, has formed a video film distributing company, chartered in Delaware as Arthur W. Kelly Television Co., Inc. Kelly will continue his duties as producer's representative for Charles Chaplin, Edward Small and Hunt Stromberg and will set up the following services for motion picture producers:

Distribution to television stations of both old and new films in Canada and the U.S., financial backing for new films for video and facilities for distribution of unreleased TV pilot productions.


WOMEN ENVIED HER!
MEN FOLLOWED HER!
THE POLICE CHASED HER!

**The Sensational Tale ...
of that Hoochy-Koochy Gal
– who shocked the Great
Chicago World's Fair**

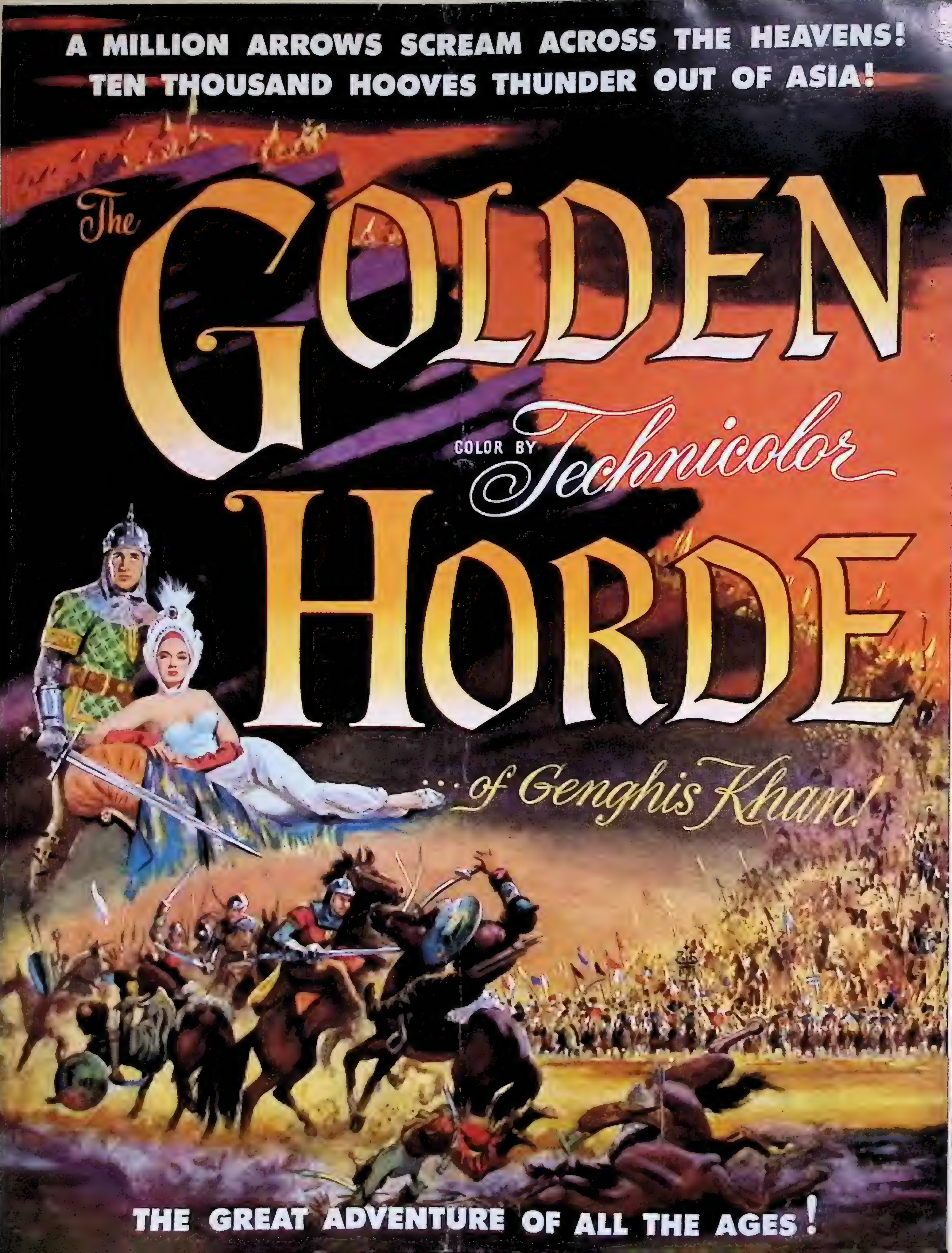
"LITTLE EGYPT"

COLOR BY
Technicolor

Starring MARK STEVENS · RHONDA FLEMING

with NANCY GUILD · CHARLES DRAKE Screenplay by OSCAR BRODNEY and DORIS GILBERT

Directed by FREDERICK de CORDOVA · Produced by JACK GROSS · A UNIVERSAL-INTERNATIONAL PICTURE


A MILLION ARROWS SCREAM ACROSS THE HEAVENS!
TEN THOUSAND HOOVES THUNDER OUT OF ASIA!
The
GOLDEN
COLOR BY Technicolor
HORDE
...of Genghis Khan!
THE GREAT ADVENTURE OF ALL THE AGES!

Strong Film Outdraws Albany Fight Telecast

ALBANY—The big question of whether big-screen television is the answer to the problem of TV competition remains unanswered here. At 8 p. m. Wednesday (15), there were holdouts at the Strand Theatre playing "Captain Horatio Hornblower" and two blocks away the big-screen telecast of the Joe Louis-Jimmy Bivins fight filled only a third of the 3,660-seat Palace Theatre of the Fabian chain.

The poor fight draw broke the pattern of turnaway crowds which has been in effect since the Palace started exclusive sports telecasts last spring. One reason may have been the picture. It was "Alice in Wonderland," in its last day of a nine-day run, and probably not typical fight fan fare.

Business of a Spotty Nature

15 Theatres Carry Joe Louis Battle

NEW YORK—Fifteen theatres in nine cities telecast the Joe Louis-Jimmy Bivins heavyweight fight in Baltimore Wednesday (15) with varying results, due principally to rain.

Two Manhattan theatres, the Warner, which was using its new RCA projector for the first time since the reopening of the theatre, and the Paramount, had capacity crowds, in spite of a heavy downpour from 8 p. m. to 9:30 p. m. The Fabian Fox, Brooklyn, and RKO Fordham in the Bronx also had sellouts.

The Century circuit's Queens Theatre in Queens and the Marine in Brooklyn, neighborhood houses, were not so fortunate. They reported just better than fair business.

Full houses were reported by the Pilgrim, Boston; RKO Keith, Washington; the Warner and Mo Wax's Royal, Philadelphia, and the Tivoli, Chicago. But at Fabian's Palace in Albany, the 3,660-seat house was only a third filled.

The National, Richmond, a Fabian house, was above normal for midweek, the RKO Keith, Cleveland, was about two-thirds full, as was Shea's Fulton, Pittsburgh.

This was the fourth fight to be shown in theatres. For the first time most of the downtown houses raised prices to $1.25.

Robinson Return Bout Set for Theatre TV

NEW YORK—The Robinson-Turpin return bout for the middleweight championship September 12, which is expected to command the biggest interest of any fight in recent years, will be another theatre television "exclusive." It will be televised to film theatres outside New York, but there will be neither radio or television broadcasts for the home audiences.

The fight, which will be held at the Polo Grounds, will be the fifth fight carried exclusively by theatre television this summer. While the list of theatres which will offer the bout will not be set until later, 25 film houses are now equipped for large-screen television.

Top Entertainment Values In 'David and Bathsheba'

By IVAN SPEAR

AGAINST a productional background so opulent, impressive and breathtakingly beautiful as to be reminiscent of filmdom's most prosperous era, 20th Century-Fox's "David and Bathsheba" brings to the motion picture screen a love story as torrid, tempestuous and titillating as has been shown in many years.

Thus, the picture's two principal assets are a pair of big "Ss"—one for spectacle, the other for sex. And to them the ticket-buying public undoubtedly will ad a third—equally large; that one for shekels. Because, from any approach to evaluation, the picture assays a widely discussed, extended-run, capacity-business offering all the way from its first run engagements to the least important of its playoff bookings.

Nor are the masterfully made photoplay's praiseworthy and profit-assuring properties limited to the above-listed duo. While they will be more responsible than any for the feature's financial success, in virtually every department there are others of comparable merits.

As concerns performances, Gregory Peck and Susan Hayward in the title roles deliver delineations that vie with one another—and end as a tie—in excellence. So superior are they, and so thoroughly do they dominate the story's telling, that the average spectator will carry away only a slight memory of the thespian contributions from the remainder of a carefully selected and highly talented cast. Among such supporting performances, those most entitled to mention, for both their worth and their importance to the plot, came from Raymond Massey as Nathan, the prophet; Jayne Meadows, as David's first wife, daughter of Saul, and Kieron Moore, as Uriah, Bathsheba's husband, whom David ordered to his death because of the latter's desire for the woman.

* * *

It is hardly necessary to report—except for the record—that, supplied with such lush production accoutrements by Darryl F. Zanuck, who personally produced, and such a sterling cast, a director of Henry King's experience and ability crowded a maximum of entertainment and engrossment into every foot of the picture's length. Also to the forefront of the numerous achievements is Technicolor photography, which seldom, if ever, was more magnificently applied than in its accenting of the film's magnitudinous and colorful backgrounds.

No small amount of "David and Bathsheba's" success will stem from its provocative facets, and the picture is sure to generate much discussion, even controversy, because of its uncompromising treatment of an adulterous situation and a murder which made it possible. Which leads logically to consideration of the script, credited to Philip Dunne, and a splendid piece of screenwriting, no matter what quarrels some may have with its authenticity.

The story found its seed in the Second Book of Samuel and it adheres with reasonable faithfulness to the Biblical account up until the point where David sends Uriah to his death and weds the already pregnant Bathsheba. From that incident forward, Scrivener Dunne indulged in considerable literary license. There will be supercritical and censorious individuals and organizations which will opine that he partook of comparable license with the production code. Those critically minded persons and groups will—in fact, in one instance, already has—argue that the code provides that sin and crime must not be permitted to go unpunished on the screen. They will hold that even the Bible as a literary source, most especially if liberties are taken with its contents, does not justify violation of that provision.

But such controversy—and possible censorship, actual or implied—should prove just so much grist to the picture's boxoffice mill, because spectators, whether they criticize it or love it for its frank approach to illicit passions (and the latter will be a vast majority), are going to spend their money to see it.

Twentieth Century-Fox
Presents
"DAVID AND BATHSHEBA"
Running Time, 123 Minutes

THE CREDITS:

Produced by Darryl F. Zanuck; directed by Henry King; written for the screen by Philip Dunne; color by Technicolor; musical score, Alfred Newman; orchestration, Edward Powell; director of photography, Leon Shamroy; art director, Lyle Wheeler and George Davis; set decorators, Thomas Little and Paul S. Fox, film editor, Barbara McLean; choreography, Jack Cole; special photographic effects, Fred Sersen, Biblical technical adviser, Dr. C. C. McCown.

THE CAST:

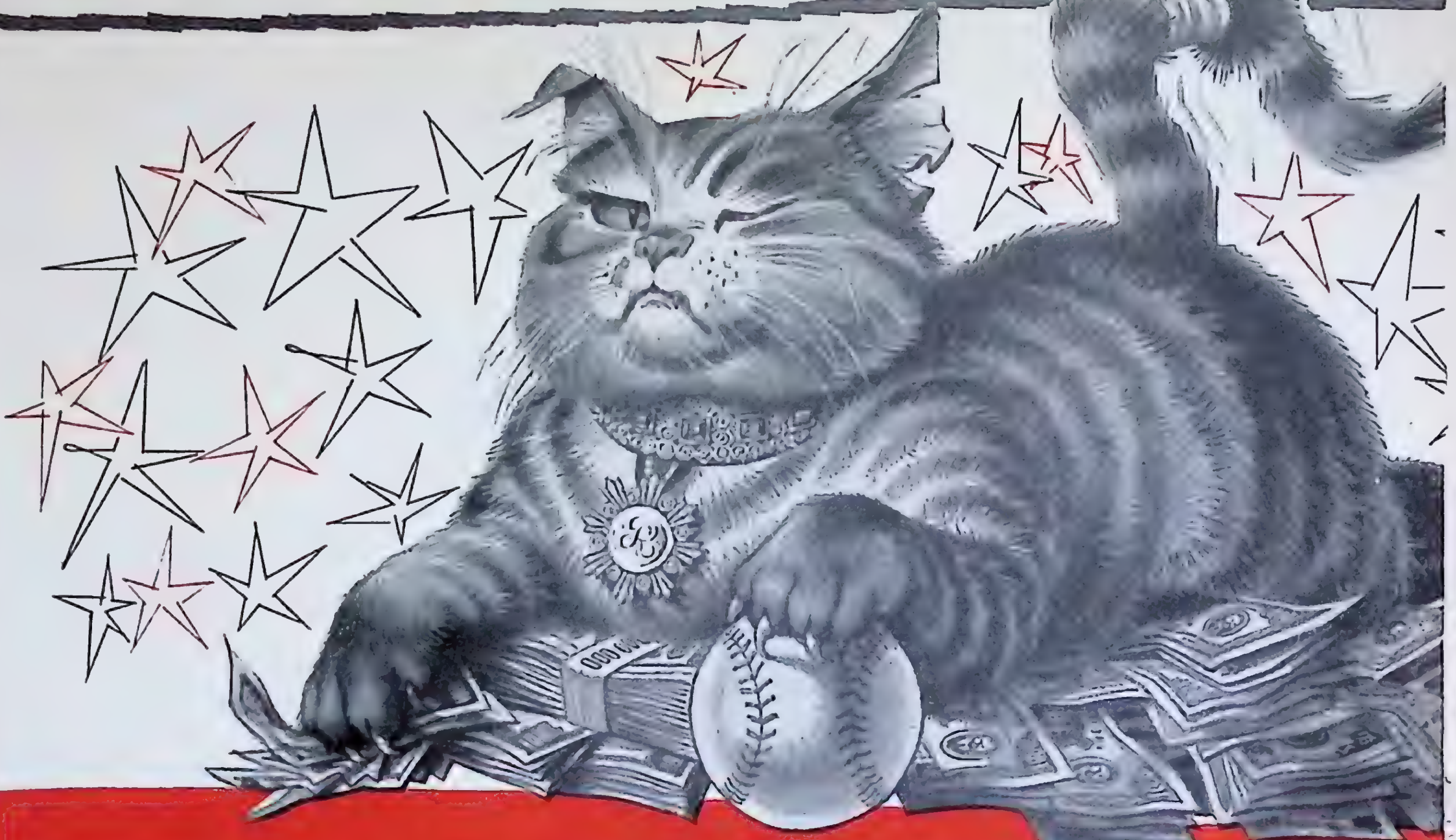
David	Gregory Peck
Bathsheba	Susan Hayward
Nathan	Raymond Massey
Uriah	Kieron Moore
Goliath	Walter Talun
King Saul	Francis X. Bushman

and

James Robertson Justice, Jayne Meadows, John Sutton, Dennis Hoey, Paula Morgan, Teddy Infuhr, Leo Pessin, Gwyneth Verdon, Gilbert Barnett, John Burton, George Zucco, Lumsden Hare, Allan Stone, Paul Newlan, Holmes Herbert, Robert Stephenson, Harry Carter, Richard Mickelson, Dick Winters, John Duncan, James Craven.

David and Bathsheba appear before the Ark of the Covenant.

"RHUBARB" NOMINATED



A PERLBERG-SEATON PRODUCTION

RHUBARB

THE MILLIONAIRE TOMCAT

STARRING

RAY MILLAND and JAN STERLING

with GENE LOCKHART and RHUBARB

Produced by WILLIAM PERLBERG and GEORGE SEATON

Directed by ARTHUR LUBIN · Screenplay by DOROTHY REID and FRANCIS COCKRELL · Based on the novel by H. ALLEN SMITH

From Paramount in September. And remember: also for September–Frank Capra's"

FOR A·CAT·EMY AWARD!

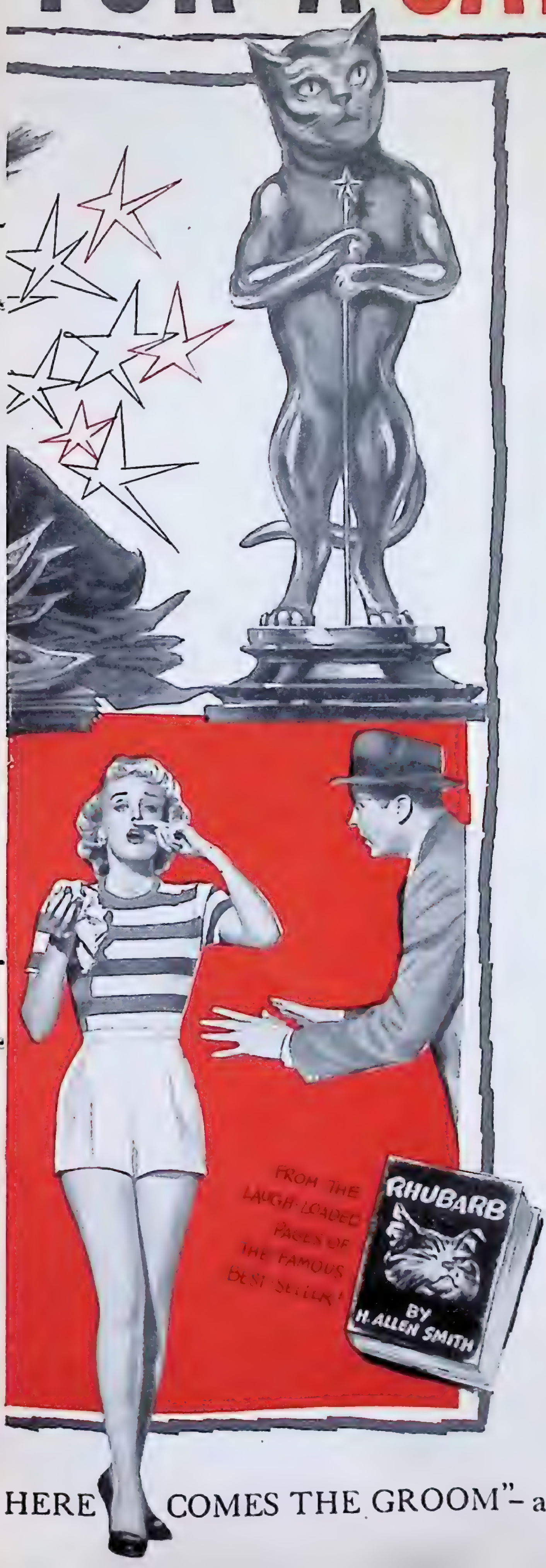
by

Showmen's Trade Review

because it is

"A great comedy for everybody! Perlberg and Seaton have done a swell job... unusual... utterly unique... and

A SOLID HIT AT THE BOXOFFICE!"


FROM THE LAUGH-LOADED PAGES OF THE FAMOUS BEST SELLER!
RHUBARB
BY H. ALLEN SMITH

NOMINATION SECONDED!

"Irresistibly funny!"—*M. P. Herald*

"Every laugh-trap in the gagman's lexicon!"—*Daily Variety*

"Rhubarb's the nearest thing to mayhem in screen history!"—*Hollywood Reporter*

HERE COMES THE GROOM"– and George Stevens' "A PLACE IN THE SUN"

Men and Events

By JAMES M. JERAULD

Theatre TV at Stake

WAYNE COY, chairman of the Federal Communications Commission, contends that it is the duty of the commission to foster and develop radio and television. With that nobody quarrels, but his insistence that defendants in the film industry antitrust case and the new companies that came out of divorcement should not have radio and television licenses is equivalent to saying that the radio companies should be permitted to take over television and that theatre interests should be barred.

Television can't exist without films. The two industries—films and TV—have to have some kind of close relationship.

What this industry needs is a general acceptance of the theory that it is a means of communication as well as entertainment. Newspapers have no trouble getting TV station licenses.

Obviously the FCC has pre-judged the proposed investigation of the Paramount Pictures-Allen B. DuMont Laboratories relationship and the United Paramount Theatres-American Broadcasting merger proposal. He has made a number of statements on this.

What it all boils down to is: Can the film business be left free to protect its $3,000,000,000 investment in theatres, or must it sit back and watch a new business try to take over mass entertainment?

If Congress or some government commission should try to force theatres to drop admissions and use only advertising films, the American public would go into action. If the FCC finally decides that the only kind of television the public can see is the advertising kind and it develops that advertisers can't pay the tremendous costs, then what?

Some clear thinking on both sides of this problem and a wide discussion of the public interest angles should take place before the FCC makes any decisions.

Tremendous stakes are involved.

Don't Count Films Out

IN THE general indignation over the Life and Fortune articles which practically hang crepe on the film business, it is interesting to note that no reference was made to the chaotic condition of the television business. If the film business is anaemic, as the magazines say, the television business is semi-conscious.

How many television stations are showing a profit? We know of one—KTLA, Los Angeles. There may be others.

Tremendous inventories of television sets are in storehouses. By the time they go on the market they may be obsolete, what with color in the offing and ultrahigh frequencies in sight.

Whirlwind Tour

ROBERT J. O'DONNELL is a Texas whirlwind when he gets started. His schedule calls for visits to 17 cities by the end of this month in behalf of the Movietime U.S.A. campaign, and he hasn't the slightest doubt that exhibitors in all the 48 states will join wholeheartedly in the effort. Thirty-five states had agreed to take part up to the beginning of the week and more were accepting. Not one negative note had been sounded.

Looks like this campaign is really going places in a hurry.

Star Requests Mount

EXHIBITOR interest in the star appearances planned for the Movietime U.S.A. campaign is so great that Robert J. O'Donnell, national campaign director, estimates that 250 players will be needed. At first it was thought 150 would be sufficient.

O'Donnell says the proposed appearances are obviously the most popular feature of the plans. At least one star and six other personalities are wanted for the 48 state capitals opening day.

If Sam Briskin, head of campaign activities in Hollywood, can arrange it, this will be a new experience for many Hollywood players as well as for exhibitors in many places. Arranging the tours will be more complicated than were the star tours during the World War II bond drives, but they ought to pay off handsomely in stirring public enthusiasm.

GIs Exempt From Ticket Tax

WASHINGTON—The senate finance committee on Monday (13) reported favorably a house-approved bill to exempt military personnel from the 20 per cent federal admissions tax when they are admitted free of charge.

HAPPY 70th BIRTHDAY

Cecil B. DeMille (right) is shown receiving 70th birthday congratulations from Y. Frank Freeman, Paramount studio head, and together they inspect the parchments of greeting to DeMille from all over the world, saluting him as "The Greatest Showman on Earth."

Five large squares of parchment traveled some 60,000 miles to pick up long-distance greetings from some 800 theatre owners and government officials in Europe, the Near and Far East and Latin America.

Ben Kalmenson Given New Warners Pact

NEW YORK—Ben Kalmenson, president of Warner Bros. Distribution Corp., has been given a five-year extension of his contract until June 30, 1956, plus another five years as an adviser to the company.

Ben Kalmenson

The salary under the new pact is reported to be $1,750 per week, with $250 per week for entertainment and other expenses. From 1956 to 1961, under the advisory section of the agreement, he will receive $500 per week.

Kalmenson has been in the film business since 1927 when he joined the Pittsburgh exchange of First National, which was absorbed later by Warner Bros. He has been successively Albany exchange manager, Pittsburgh exchange manager, chief booker of Warner theatres in Pittsburgh and later central division manager, southern and western sales manager for Warner Bros., and vice-president and general sales manager of Warner Bros.

Hearst Had Long Career Of Film Affiliations

BEVERLY HILLS — William Randolph Hearst, newspaper and magazine publisher who died here August 14 at the age of 88 years, had a long career of motion picture interests. At the time of his death he was still president of News of the Day, newsreel subsidiary of Loew's Inc.

Hearst's first entry in films came when he formed International Film Co. with William Selig and produced the Hearst-Selig Pictorial Weekly. In 1913, he produced a short subject based on the inauguration of President Woodrow Wilson. Later the newsreel went to Universal, and in 1927 passed on to Metro-Goldwyn-Mayer. Until 1936 it was known as Hearst Metrotone News.

He also had Cosmopolitan Pictures, a producing company which distributed first through Paramount, then MGM, Warner and finally RKO where the deal expired in 1941.

His newspapers and magazines always devoted considerable space to motion pictures, with Louella Parsons as the editor of the INS movie service.

Denver Broadway to Add Network TV to Programs

DENVER—When the Broadway Theatre, operated by the Wolfbergs, installs big-screen television, it will be the only place in the metropolitan area where Denverites can see televised programs. Denver does not have a TV station, and with the freeze on apparently will not have one for several years. The Broadway Theatre hopes to cash in on this lack of home television by screening various network telecasts as added features to the usual first run picture programs. A published story last week gave the erroneous impression that the Broadway would show only televised programs.

LETTERS

Rembusch Calls Fortune Article 'Typical TV Scare Piece'

To BOXOFFICE:

The August 4 issue of BOXOFFICE, page 21, carried a story headed "Theatres Marked for 'Slaughter,' Because of TV, Fortune Predicts." The article from Fortune Magazine referred to in BOXOFFICE is a typical TV scare piece. Whether we like to admit it or not, TV industry has regularly secured excellent press in the public periodicals and newspapers and it has used that press to make many a left-handed attack upon the motion picture industry.

COIN-BOX TV IMPRACTICAL

Fortune's observations that the advertisers could not carry the cost of a national TV network are correct and that should be heartening to the members of the motion picture industry. However, their statement that pay-as-you-go or coin-box TV is the answer to the TV revenue dilemma is certainly silly and not founded on economic or technical facts. From an economic standpoint, coin-box TV is not sound because of the uncontrolled multiple audience involved. What Fortune didn't take into consideration is what is to prevent a number of people congregating in one apartment or home where coin-box TV is installed, and for the total cost of $1.00 see the picture exhibited, throwing off an average admission per person of ten cents downward? What is to prevent fraternal organizations or others from installing large screen coin-operated TV and for a total charge of $1.00 exhibiting a picture to an uncontrolled multiple audience with an average admission of a fraction of a cent per person? What is to prevent a theatre owner from installing it on his large-screen TV equipment and opening the doors of his theatre for FREE, using his concession sales to cover overhead? Confidential Reports or Sargoy & Stein couldn't police coin-operated TV nor can any other agency police it.

From a technical standpoint, there is not a single coin-box TV system, Zenith, Skiatron or any other, that cannot be gimmicked to allow for a slip-in or slug in the coin box. That is not only my opinion but the opinion of many friends of mine who are experts in the electronics field. The Zenith system was gimmicked by two different methods, both cheap and easy to obtain. The fact was reported in BOXOFFICE on Jan. 13, 1951; it was also reported in some of the electronic journals.

FOR FILM RELEASE CONTROL

The point is that the members of the industry should not be frightened by these TV-inspired scare pieces. The natural ignorance of electronic matters prevailing among the members of the motion picture industry is being used for all it is worth by the TV-inspired writers in an attempt to create panic within the motion picture industry. That they have succeeded to a degree is testified to by the very ill-considered resolution of the Society of Independent Motion Picture Producers to the FCC asking that coin-box TV be immediately allocated frequencies. Also, Paramount's buying into International Telemeter Corp. testifies to that fact. The industry should remember one basic truth as regards TV. Television needs film to survive. They don't want to pay for that film. If they can divide the industry through panic methods, they feel sure that they can get their greedy hands on the backlog of film in the distributors' vaults. Once that happens, producers will find their old pictures on free TV competing with their new productions in theatres. The public will lose its taste for motion pictures on TV and in the theatre for it will have seen them exhibited on inferior screens under inferior conditions.

The total lack of drawing power of Hopalong Cassidy and Gene Autry on the Friday and Saturday Western change of the nation's theatres today was caused by one thing alone. The public got its stomach full of the aforementioned stars because they were on TV week after week. It is safe to say that no member of the motion picture industry may straddle the fence dividing TV and motion pictures and succeed in either field. They cannot be both fish and fowl, the economics of the situation will come into play and they will be forced to go one way or the other.

TRUEMAN T. REMBUSCH

President,
Allied States Ass'n
Franklin, Ind.

Scores Life's Unfavorable Article

To BOXOFFICE:

How much longer is the motion picture industry going to take the insults; the unfavorable publicity that the press of the nation is dishing out?

I am referring now mainly to the article which appeared in this week's issue of Life magazine, ten pages of venom which will do our business untold harm in the loss of prestige among film patrons; in the loss of confidence on the part of those whom we are trying to get back into the business.

Life certainly hit a new low in yellow journalism, and it is to be hoped that Life's pages will never again carry a national ad placed by any major motion picture company. There can be no further harm caused by Life; it was done this week.

The only way to deal with the unfriendly press is to take away their marbles. On many occasions theatres have proved that they could do business without newspaper ads, and the same is true of the national magazines, if they do not want to play ball; if they deliberately, as Life has seemed to do, set out to tell lies and publish distorted things about our business, they should pay.

If the executives of our business, who were quoted in the Life article, did not make the statements as attributed to them, and certainly many of those statements could not be true, then the executives should sue Life for many millions of dollars.

We must wake up to what is happening to us through the press. It is not a 100 per cent unfriendly press, but those newspapers and those magazines which time and time again have hit us hard with unjust, unwarranted attacks must be stopped. It can be done, if the producers will cooperate by not placing ads in the magazines which are guilty. From the local standpoint, theatre managers should likewise refuse newspaper advertising where they are getting an unfriendly press.

EARLE M. HOLDEN

Manager,
Center Theatre,
Hickory, N. C.

Would Start Disaster Aid Fund

To BOXOFFICE:

Our theatre, the Mayflower, was hard hit by the flood of July 11, 1951. Water was six feet deep in front of the building. All the seats (450) in the auditorium were ruined as were the rug, draperies, etc.

Damage was suffered to the walls, heating and cooling systems, neon, etc. Like everyone else, we carried no flood insurance. We were closed 18 days; business since has been slow.

What we have been thinking about is a disaster fund contributed to by every theatre in the U.S. We would gladly give $10 a year to it, and if every theatre would give in proportion, there would soon be quite an amount built up.

Know in our case, we don't carry anywhere near enough fire insurance; theatre rates are so high. In fact, a disastrous fire would probably cause us to close down.

This fund for a disaster of any kind would especially help the independent exhibitor as he is usually the hardest hit.

K. H. AND EDNA W. GASTON

Mayflower Theatre,
Florence, Kas.

Says Shoe Is on TV's Foot

To BOXOFFICE:

A study of TV in Fortune magazine, excerpts of which were quoted in your August 4 edition of BOXOFFICE, as well as in a local newspaper, can leave the reader with only one conclusion: Someone is crying "help!"

Not too long ago "Hollywood's leadership" was being told that, if it refused to sell films to TV, TV would produce its own and Hollywood would go the way of the stagecoach. Now it is only the theatres that are "marked for slaughter" provided, of course, that Hollywood's leadership will do the slaughtering. Admittedly, TV with its "muddled economics" cannot.

The following paragraph of the article is completely lacking in logic:

"Many an industry would consider itself blessed, if it were making the fight of its life with so many formidable advantages. Hollywood's leadership, on the contrary, is plain scared. The major studio executives by and large are afraid of what will certainly be a bare-knuckle scrap. Part of their reluctance is over the risks involved; their personal fortunes are made and they have little desire to increase them at the peril of being wiped out."

Since "formidable" means dreadful, fearful, menacing, exactly what is a "formidable ADVANTAGE"? And since the executives could "increase" their personal fortunes, why the "peril of being wiped out"?

Again the article states: "But if Hollywood is willing to risk its money, it can win substantial control of TV." To which should have been added: "as well as its 'muddled economics.'"

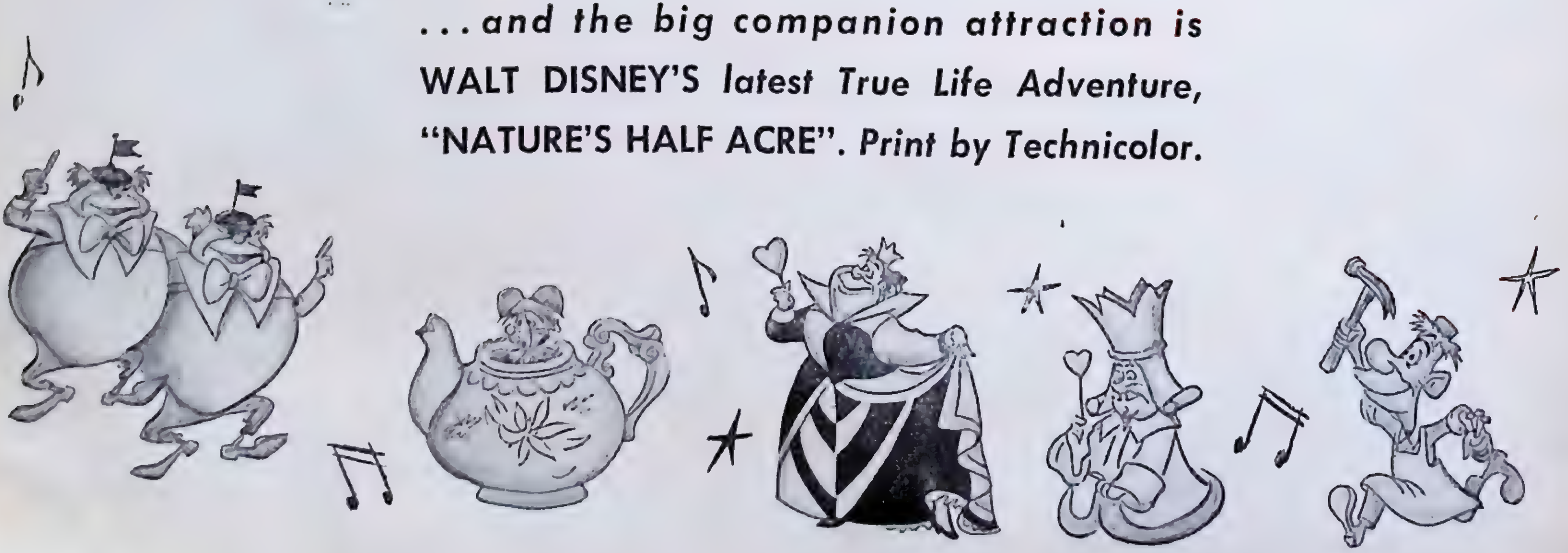
L. C. F.

Los Angeles, Calif.

BEST BUS
AT BROAD

THE ONE
AND ONLY..

...and the big companion attraction is **WALT DISNEY'S** *latest True Life Adventure,* **"NATURE'S HALF ACRE".** *Print by Technicolor.*



INESS IN YEARS
WAY'S CRITERION!

SENSATIONAL in Chicago, Washington, Boston, Providence, Denver, Kansas City, New Orleans, Baltimore . . . and 60 other openings! . . . Theatres everywhere using long-closed balconies and extra boxoffices to accommodate the biggest crowds since "Cinderella"! . . . As one happy showman puts it: "Exhibitors who dream with 'Alice' will make a fortune" . . . How about YOU?

WALT DISNEY'S
ALICE IN WONDERLAND

THE ALL-CARTOON MUSICAL WONDERFILM

COLOR BY
TECHNICOLOR

COPYRIGHT
WALT DISNEY
PRODUCTIONS

Distributed by RKO RADIO PICTURES

Hollywood Report

By IVAN SPEAR

Supercinecolor Celebrating Its First Anniversary

It was just a year ago that the Cinecolor Corp., in August 1950, introduced to the trade its new three-tint process, tagged Supercinecolor. And now Karl Herzog, executive vice-president of the firm, points out that the system's first anniversary is being celebrated, appropriately enough, with a new record high in the number of features being lensed therein.

The current month will see five Supercinecolor productions going before the cameras. Producer Walter Wanger is employing the process on two subjects, "Aladdin and His Lamp," which he is making for Monogram, and "Lady in the Iron Mask," to be manufactured for 20th Century-Fox release in association with Eugene Frenke. Columbia accounts for two others, "Sound Off" and "Cripple Creek" and Edward L. Alperson and Milton Bren are employing Supercinecolor in their Gloria Swanson topliner, "Three for Bedroom C," for which releasing arrangements have not as yet been negotiated.

Cinecolor's Herzog reported, additionally, that 12 other features have been photographed in the new process during the past year, and that release printing has been completed on six of them. Further, 14 films were completed during that period in the company's two-color system.

Mirisch and Branton Buy Monogram Stock Jointly

Placing them, along with President Steve Broidy, among the heaviest holders of Monogram stock, Harold Mirisch, vice-president of Monogram and Allied Artists, and G. Ralph Branton, former midwestern theatre circuit executive recently nominated to the companies' board of directors, have jointly purchased a block of 82,500 outstanding shares of Monogram stock.

Mirisch and Branton purchased the shares from George D. Burrows, executive vice-president and treasurer; Producer Scott R. Dunlap; and Sam Wolf, Monogram-AA secretary.

Spokesmen said Mirisch would, in all probability, become a member of the board of directors. A Monogram-AA veepee for the past four years, he previously had been active in the exhibition and distribution fields, holding executive posts with Warners and RKO Radio. With the latter company he was head film buyer from 1941 to 1946. He also owns and operates theatres independently throughout the country, in addition to candy and popcorn concessions in the midwest.

Branton, formerly general manager of the Tri-States circuit of Des Moines, had previously been director in charge of operations of Paramount's New England theatre chain. A recent arrival on the west coast, he plans active participation in TV film production in addition to his executive duties in connection with Monogram-AA.

The Mirisch-Branton stock purchase comes shortly after the appointment of Walter Mirisch as Monogram-AA's executive producer, a post formerly held by Dunlap.

Two Religious Films Due On Father Serra's Life

A further exploration of the religious scene—exemplified currently by its Technicolor spectacle, "David and Bathsheba"—is contemplated by the powers that be out at 20th Century-Fox, who have registered "Father Junipero Serra" as the tag for an upcoming picture possibility.

Researchers are now at work digging out salient facts about the Franciscan priest who, in the late 18th century, almost single-handed established California's chain of missions and thereby brought God's word and a semblance of civilization to the west coast.

Parenthetically, Father Serra's achievements are also slated for film treatment by a newly organized independent, Majestic Pictures Corp., which announced "The Flaming Cross of Mallorca" as its planned feature. Majestic is headed by Frank Parke Wright, a San Francisco advertising executive, and John Claar, film and TV director.

RKO Borrows Paul Douglas For 'Clash by Night' Role

Among morsels of casting news was the loanout of Paul Douglas, whose home base is 20th Century-Fox, as Barbara Stanwyck's co-star in "Clash by Night," to be produced for RKO Radio by the Wald-Krasna unit . . . Steve Cochran will be the topliner in Warners' new outdoor action drama, "The Lion and the Horse," slated for filming in the company's recently developed three-color process . . . MGM borrowed Joan Evans from Samuel Goldwyn for one of the leads in "Skirts Ahoy," and at the same time loaned Keenan Wynn to 20th Century-Fox for "Phone Call From a Stranger," toplining Gary Merrill and Helen Westcott . . . Donald O'Connor's leading lady in U-I's "Francis Covers the Big Town" is Yvette Dugay, who recently was inked to a term ticket by the studio.

Olympic Subject to MGM, 'It Happened in Athens'

PRODUCTION TEAM GOES EAST

Clarence Greene (left) and Russell Rouse, new, young Hollywood production team who made "The Well" for Harry Popkin and United Artists release, are in New York for meetings with UA executives on sales and promotion for "The Well" and to plot location for their next, "The Thief." Both collaborate on the original stories and screenplay while Greene produces and Rouse directs. "The Well," scheduled for mid-September release, is a tense drama about a town torn apart over the disappearance of a child and reunited to save her.

The sports world's kingpin—the Olympic games—which occupied a sizable slice of the footage in Warners' "Jim Thorpe—All American" is destined for further screen treatment with the disclosure that MGM has acquired "It Happened in Athens," an original by Laszlo Vadnay, which deals with the staging of the first modern Olympiad in Athens in 1896. The subject has been assigned to Sidney Sheldon to produce and will be filmed, according to present plans, entirely in Greece. Handed the scripting job was Everett Freeman, who, parenthetically, produced the "Jim Thorpe" opus during his tenure at Warners . . . As further fodder for the madcap antics of Dean Martin and Jerry Lewis, Hal Wallis Productions purchased "Jackpot," Broadway musical of the 1943 season, for filming as a Paramount release. The "Jackpot" music was cleffed by Howard Dietz and Vernon Duke and the book was by Guy Bolton, Sidney Sheldon (now an MGM writer-producer) and Ben Roberts.

Everett Riskin Receives Paramount Term Pact

Upon completion of a one-picture assignment as producer of the Alan Ladd-Deborah Kerr vehicle, "Thunder in the East," for the studio, Everett Riskin was inked by Paramount to a term ticket, with his next productional assignment yet to be determined. Prior to joining Paramount Riskin was for many years at MGM . . . Jud Kingsberg has been shifted into MGM's Culver City studio from New York to serve as assistant to Ralph Wheelwright, former assistant studio publicity director, recently named special aide to the executive board . . . John Beck, who produced "Harvey" for Universal-International and then shifted over to RKO Radio, checked off the lot after six months in the berth. He had been readying "Ballet de Paris" for the Howard Hughes studio.

MGM Scheduled to Remake 'Mr. Chips' as Musical

First filmed by the studio in 1939, "Goodbye, Mr. Chips" is to be remade by MGM as a musical, with Sidney Franklin handed the production chore. The original version of the James Hilton novel won for its star, Robert Donat, the Academy's best actor award.

"Queen of the Cowgirls" is in preparation at Republic as a forthcoming Judy Canova starrer, and prompted by selection of the actress as "queen of the cowgirls" by the Texas Rangers. The vehicle will be produced by Sidney Picker and megged by R. G. Springsteen following completion of a Canova starrer to be made in England this summer.

In the Newsreels

Movietone News, No. 65: Incident of armed Reds that stalled Korea truce talks; Secretary Acheson debunks Soviet proposal; Reds bolt youth rally in Berlin; airlift in reverse foils Berlin Reds; Ridgways attend Jap launching; monster whales hunted 40 miles off Chile coast; Hambletonian trotting classic; precocious puss plays ping pong.

News of the Day, No. 299: New truce parleys as Reds yield to Ridgway; Chile reviving whale hunt, destructive flash blaze; west lures Reds at Berlin rally; Blaik to stay; Hambletonian trotting.

Paramount News, No. 102: Kaesong Red troop violation; sharpshooter with a rocket; world faces crisis in paper; Blaik to stay as West Point coach; Hambletonian race.

Universal News, No. 481: Korea whale hunt; Truman reopens USO; Japs launch freighter; for "Ironmen" only; school for comedy dancing.

Warner Pathe News, No. 104: Coach Blaik says he will stay at West Point; Korea—first filmed armed Reds in Kaesong; Washington—Truman opens royal lounge to GIs; Austria—world Scout jamboree; whale hunt; Hollywood—premiere of "Captain Horatio Hornblower"; Rego Park, N. Y.—party in the park; trotting classic.

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Movietone News, No. 66: Hiroshima marks sixth anniversary of atom bombing; navy rocket hits record 135 miles; filmland honors for Cary Grant; Jet drones used in AA training; Davis cup tennis; soap box derby; Ben Hogan wins world golf title.

News of the Day, No. 300: Hiroshima today six years after; new rocket; royal vacation; protest Russian slavery; Israel opens gate to blind refugees; soap box derby; Ben Hogan.

Paramount News, No. 103: Derby day at Akron; navy rocket sets altitude record; Eisenhower in Germany; a tweet grows in Brooklyn; Hiroshima; Ben Hogan.

Universal News, No. 482: Hiroshima six years after; paralyzed artist; self lighting cigaret; Hollywood aids cancer fund; small fry regatta; soap box derby.

Warner Pathe News, No. 1: Eleven dead in head-on train wreck; U.S. rocket in record flight; Hiroshima; Bavaria—Eisenhower on vacation, but works; King George goes to Scotland; Versailles lights up for Paris birthday; Hogan wins again; Detroit—250-mile stock car thriller; soap box derby.

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Telenews Digest, No. 32B: Reds violate Kaesong truce talk area; East Berlin—Red youth rally; west Berlin—Russians harass the west by imposing another blockade; Japan—hunger strikers demand the return of over 100,000 POWs held by Russia; Germany—spectacular drilling by 557th Infantry honor guard; Germany—"Miss Germany" contest won by pretty 17-year-old; England—Elizabeth at air graduation; whaling.

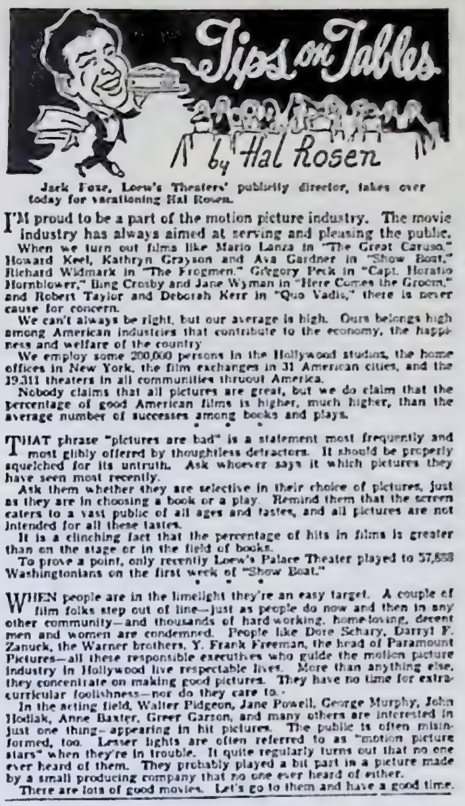
Telenews Digest, No. 33A: Berlin—Stalin youth, what are they like?; Korea—army band up front; aviation news; Detroit—stock car races.

Para. 'Confidence Drive' Will Start September 2

NEW YORK—Paramount will hold a "Confidence Parade" sales drive with $40,000 in prize money starting September 2 and running through December 1, states A. W. Schwalberg, president of Paramount Film Distributing Corp.

Prizes will be distributed to the top ten branch managers, sales managers, salesmen, booking managers, office managers and bookers, and the entire personnel of the three leading exchanges will earn an extra week's pay. In addition, a special A. W. Schwalberg Fund of $5,000 has been established for merit awards for outstanding individual effort to those who are not members of a winning branch.

Among the films scheduled during the drive are: "Ace in the Hole," "Peking Express," "That's My Boy," "Here Comes the Groom," "Warpath," "Rhubarb," "A Place in the Sun," "When Worlds Collide," "Crosswinds," "Darling, How Could You?" "Submarine Command" and "Detective Story."


Tips on Tables
by Hal Rosen

Jack Foxe, Loew's Theaters' publicity director, takes over today for vacationing Hal Rosen.

I'M proud to be a part of the motion picture industry. The movie industry has always aimed at serving and pleasing the public.

When we turn out films like Mario Lanza in "The Great Caruso," Howard Keel, Kathryn Grayson and Ava Gardner in "Show Boat," Richard Widmark in "The Frogmen," Gregory Peck in "Capt. Horatio Hornblower," Bing Crosby and Jane Wyman in "Here Comes the Groom," and Robert Taylor and Deborah Kerr in "Quo Vadis," there is never cause for concern.

We can't always be right, but our average is high. Ours belongs high among American industries that contribute to the economy, the happiness and welfare of the country

We employ some 200,000 persons in the Hollywood studios, the home offices in New York, the film exchanges in 31 American cities, and the 19,311 theaters in all communities thruout America.

Nobody claims that all pictures are great, but we do claim that the percentage of good American films is higher, much higher, than the average number of successes among books and plays.

• • •

THAT phrase "pictures are bad" is a statement most frequently and most glibly offered by thoughtless detractors. It should be properly squelched for its untruth. Ask whoever says it which pictures they have seen most recently.

Ask them whether they are selective in their choice of pictures, just as they are in choosing a book or a play. Remind them that the screen caters to a vast public of all ages and tastes, and all pictures are not intended for all these tastes.

It is a clinching fact that the percentage of hits in films is greater than on the stage or in the field of books.

To prove a point, only recently Loew's Palace Theater played to 37,838 Washingtonians on the first week of "Show Boat."

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WHEN people are in the limelight they're an easy target. A couple of film folks step out of line—just as people do now and then in any other community—and thousands of hard working, home-loving, decent men and women are condemned. People like Dore Schary, Darryl F. Zanuck, the Warner brothers, Y. Frank Freeman, the head of Paramount Pictures—all these responsible executives who guide the motion picture industry in Hollywood live respectable lives. More than anything else, they concentrate on making good pictures. They have no time for extracurricular foolishness—nor do they care to.

In the acting field, Walter Pidgeon, Jane Powell, George Murphy, John Hodiak, Anne Baxter, Greer Garson, and many others are interested in just one thing—appearing in hit pictures. The public is often misinformed, too. Lesser lights are often referred to as "motion picture stars" when they're in trouble. It quite regularly turns out that no one ever heard of them. They probably played a bit part in a picture made by a small producing company that no one ever heard of either.

There are lots of good movies. Let's go to them and have a good time.

ENTERPRISING SHOWMANSHIP—Pinch-hitting for vacationing columnist Hal Rosen of the Washington (D.C.) Daily News, Jack Foxe, publicity director of Loew's Washington theatres, scored a hit on behalf of the motion picture industry. Foxe made use of excerpts from "Speak Up, Movie Folk! It's Your Industry They're Knocking," which originally appeared in BOXOFFICE, issue of May 12, 1951. There's a suggestion in this that other alert publicity men and/or theatre managers may follow. Whether pinch-hitting for a columnist or just promoting, they can "plant" the "Speak Up" copy with their local newspapers. A number already have succeeded in getting it top-of-column editorial space. BOXOFFICE will gladly furnish copies of the article to those requesting it.

Taylor Mills Joins NCCJ Communications Group

NEW YORK—Taylor Mills, assistant to the vice-president, will represent the Motion Picture Ass'n of America on the newly created mass communications commission of the National Conference of Christians and Jews. This is a new branch for the conference. It previously has confined its activity to education, religion, community and labor-management.

Mills was recommended for the post by Eric Johnston.

Other members of the communications commission are: J. Robert Rubin, vice-president of Loew's, Inc., and Max E. Youngstein, United Artists vice-president and director of advertising, publicity, exploitation.

Snader to Make, Release Films for Theatre and TV

HOLLYWOOD—Snader Productions, headed by Louis D. Snader, has announced an expanded future operation that will include the financing and production, as well as the distribution, of films for both theatres and television. The company's new plans, revealed at a recent annual national convention of its production and distribution executives, held in Hollywood, call for the immediate production and distribution of four half-hour film programs for TV, plus the theatrical and television distribution of a group of 13 British films, produced within the past 24 months.

Snader has signed an agreement with Alexander Korda of London for the distribution in America of nine British films for both theatre and video and four more for exclusive TV sales. The 13 films have not been shown in America, with the exception of a test engagement on one. Among them, and the first British Technicolor feature-length picture ever made available to TV, will be "Bonnie Prince Charlie," starring David Niven. This film heads nine earmarked for both theatres and TV. Others are "The Small Back Room," produced by Michael Powell and Emeric Pressburger; "The Small Voice," starring Howard Keel; "Angel with the Trumpet," starring Paula Wessely and Paul Herbiger; "The Wooden Horse," starring Leo Genn and David Tomlinson; "Flesh and Blood," starring Richard Todd and Joan Greenwood; "Interrupted Journey," starring Richard Todd and Valerie Hobson; "Into the Blue," a Herbert Wilcox production, starring Michael Wilding and Odile Versois, and "The Courtneys of Curzon Street," a Herbert Wilcox production, starring Anna Neagle and Michael Wilding.

The quartet to be sold to television stations only: "Saints and Sinners," "The Last Days of Dolwyn," "Odette," and one yet to be announced.

Oliver A. Unger, New York film distributor, is to be in charge of sale and distribution to theatres, functioning under Reub Kaufman, overall head of Snader's sales organization. An Atlanta office is to be opened with Jack McClain in charge. Harold Goldman is representative for New York and the eastern seaboard, and Alan Fischler representative out of the Los Angeles office for the west coast.

Snader Productions was formerly Snader Telescriptions.

British Fund Will Yield Producers 16 Per Cent

LONDON—The British Film Production Fund has decided on an interim allocation to producers for the second 13-week period of the fund ended March 10. This is 16 per cent in the case of films more than 3,500 feet in length and two and one-half times 16 per cent on shorter films.

The deadline for filing claims for the third period ended June 9 was August 8. The deadline for filing for the fourth period will be decided soon. The board will meet again September 26.

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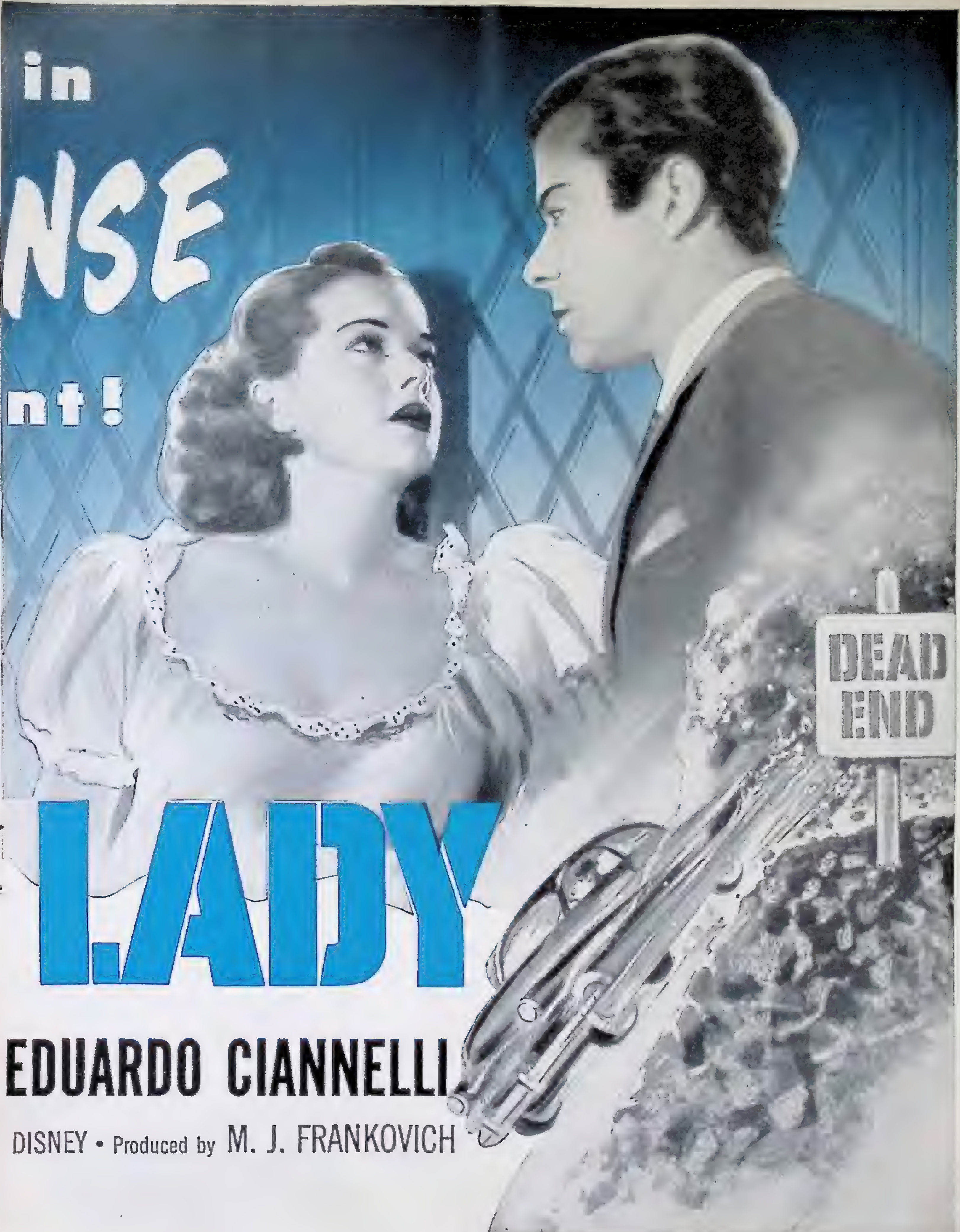
Republic Pictures Corporation — Herbert J. Yates, President



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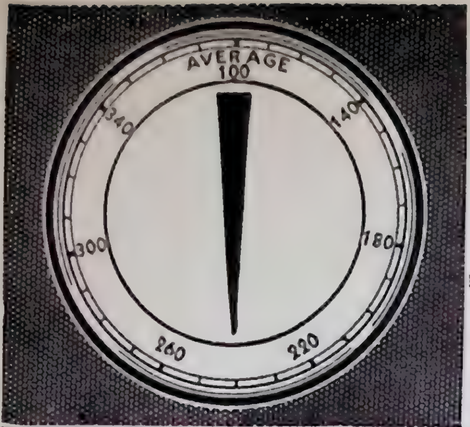

BOXOFFICE BAROMETER

This chart records the performance of current attractions in the opening week of their first runs in the 20 key cities checked. Pictures with fewer than five engagements are not listed. As new runs are reported, ratings are added and averages revised. Computation is in terms of percentage in relation to normal grosses as determined by the theatre managers. With 100 per cent as "normal," the figures show the gross rating above or below that mark.

	BALTIMORE	BOSTON	BUFFALO	CHICAGO	CINCINNATI	CLEVELAND	DALLAS	DENVER	DETROIT	INDIANAPOLIS	KANSAS CITY	LOS ANGELES	MINNEAPOLIS	NEW HAVEN	NEW YORK	OMAHA	PHILADELPHIA	PITTSBURGH	SAN FRANCISCO	SEATTLE	AVERAGE
According to Mrs. Hoyle (Mono)		80						60	90	75	100	85		100					100		86
Alice in Wonderland (RKO-Disney)	142	190	125	120		240		150			165		180		150	200	140				164
Apache Drums (U-I)		105	80	95		80		100	100	100		110	90	80	110	95	130		180	85	103
As Young as You Feel (20th-Fox)	110		85	90		100			90			70	90	95	100	100	90	40	90	75	88
Casa Manana (Mono)								85	100	100	100	85		70					100	85	91
Cavalry Scout (Mono)	100			100						95			85	90	90	95	75			85	91
Circle of Danger (UA)		100		100	80			100	100		70	75	85	95	120				90	100	93
Comin' Round the Mountain (U-I)	110	100	85	110	90	110				95		65	100		100					90	96
Dear Brat (Para)		100	85	110	90	75	90	65	90	75	125	80	85	85	125	115	100	55	95	90	91
Double Deal (RKO)		95		95				100		100	100	100	90	96		85			100		96
Fat Man, The (U-I)	96		85	95	90	100		100	90	65	75	80	80	100	95	95	105	40	100	90	88
Fighting Coast Guard (Rep)	118	100	75	125	80	70	80	150	80		80	70	90	90	110		140	55	170	75	98
Follow the Sun (20th-Fox)	92	115	75	105		110	85	150	150	90	80	75		90	90	105	95	55	160	95	101
Francis Goes to the Races (U-I)	102	100	100	105	150	125	95	150		110	125		100	100	115	155			190	130	122
Ghost Chasers (Mono)		100						100		100		80	85	100					100		95
Guy Who Came Back, The (20th-Fox)	116	110	75			90			190			75	95	85		85	110	70	190		108
Hard, Fast and Beautiful (RKO)	110	110	90		60	80			90		120				110			75	120	60	93
He Ran All the Way (UA)					100							100	100		105		125		190	85	115
Hoodlum, The (UA)		100		95				90	100		100	100	100		100	95	110		100	100	99
House on Telegraph Hill (20th-Fox)	119	85	85	100		90			90			75	85		110	100	90		175	100	100
Kind Lady (MGM)	100					100		70					100	90							92
Kon-Tiki (RKO)		120	95	120		120	110			110	300	100	115		125		85			150	129
Last Outpost (Para)	100	125	90	110	100	100		100	90	75	105	85	85	85	95	90	105	75	135	90	97
Little Big Horn (LP)	129	130	95	110	80	130		150	85			110	80	100	105	95	80	100	135	90	106
Lorna Doone (Col)		105	80	100	75			150	85	75		100	85	70		105	105	60	150	80	95
Man From Planet X, The (UA)	94		110	105		75		100	90	85	100	100	80		115	105	130		110	75	98
Mask of the Avenger (Col)	105		85	110		115			110			100			100		95	60			98
My Outlaw Brother (UA)				90	70	75		85	70			75	80			100	100		100		85
Night Into Morning (MGM)		80	75			100			95		85	100	95	95	102	100		75			91
Odette (UA)		115	80				110		80			60			125						95
Oliver Twist (UA)		120	80	115		220	85	90	80			160	95	103	200				120	150	124
On Moonlight Bay (WB)	122	135	105		175	120	115				130	125		104	105		80	110	150		120
Passage West (Para)							85	60	125		105	70				100			100	110	94
Peking Express (Para)											95	100	100		105				150		110
Prince Who Was a Thief, The (U-I)	111	80	85	110	120	110	110	150	120	110		110	100	60	110	95	70	110	190		108
Rich, Young and Pretty (MGM)			110			115							100		110	90					105
Roaring City (LP)		100						100	80	90				100					95		94
Secret of Convict Lake, The (20th-Fox)	98	120						125			105	85	90	85	130	105			170	100	110
Secrets of Monte Carlo (Rep)		100							95	80		70		90						70	84
Sirocco (Col)	121			105		145		90	100			100	100		115		80				106
Strictly Dishonorable (MGM)	100				100					90	100		100		110		78	80		90	94

TOP HITS
—OF—
THE WEEK

Individual runs, not an average. Pictures with less than five runs do not appear in the chart above.

1. Alice in Wonderland (Disney-RKO)

Cleveland	240
Omaha	200
Boston	190

2. Oliver Twist (UA)

New York	200

3. That's My Boy (Para)

Baltimore	175

4. On Moonlight Bay (WB)

Cincinnati	175
Kansas City	130

5. Little Big Horn (LP)

Denver	150

6. "M" (Col)

San Francisco	135

TOA Trade Show Now 80 Per Cent Sold

NEW YORK—Eighty per cent of the trade show booths at the Theatre Owners of America convention September 23-27 at the Hotel Astor here have been sold and S. H. Fabian, general chairman, said he was confident the trade show will be a sellout because of an increasing boom in business.

The number of booths contracted for was 82 August 10. The companies taking them included:

Ahrens Mfg. Co., American Chicle Co., American Electroaire, American Seating Co., Automatic Products Co., Beechnut Packing Co., Cadbury-Fry, Charms Sales Co., Confection Cabinet Corp., Coca-Cola Co., C. J. Cretors Co., Drake America Corp., Eastman Kodak Co., General Register Corp., General Precision Laboratories, Globe Ticket Co., Hallmark Productions, Hershey Chocalate Corp., Henry Heide, Inc., Charles E. Hires Co.

Also, Life Savers Corp., Lily Tulip Cup Corp., Lyon Industries, Manley, Inc., Mars, Inc., Mason Au Magenheimer, Miniature Train Co., Mission Dry Corp., Majestic Enterprises, Ltd., Mohawk Carpet Co., Mosler Safe Co., National Theatre Supply, Norpat Sales, Inc., Nestle's Chocolate Co., Orange Crush Co., Paramount Pictures, Pepsi-Cola Co., Peter Paul, Inc., Purity Pretzel Co.

Also, Quaker City Chocolate Co., Radio Corp. of America, Rex Specialty Bag Corp., Thomas Richardson Co., Selmix Dispenser, Inc., Alexander Smith & Sons, Spacarb, Inc., Switzer's Licorice Co., Streuber and La Chicotte, Supurdisplay, Inc., Theatre Candy Co. and William Wrigley Jr. Co.

"Apparently," Fabian said, "the high note of optimism which is now so evident throughout the production, distribution and exhibition branches of the industry has spread to the equipment and concession fields as well, because as of this date we have more booths sold than were sold at either the Los Angeles or Houston conventions, and at a higher cost per booth which was necessary because of the higher cost in staging this kind of a show in New York.

"As for the business meetings, our committee has completed its tentative agenda, a most important one at which every important topic relating to up-to-the-minute policy and operations will be discussed."

Eight Lippert Releases For Next Eight Weeks

HOLLYWOOD—Setting a new high mark since formation of the company three years ago, Lippert Productions will release eight pictures within the next eight weeks. Three are on the September docket, including "Lost Continent," September 7; "Highly Dangerous," a J. Arthur Rank-British import, September 14; and "Sky High," September 21. The October lineup includes "F. B. I. Girl," "Present Arms," "Leave It to the Marines," "Superman and the Mole Men" and "The Great Adventure."

Weaver to Work on 'River'

NEW YORK—Dick Weaver, theatre and film publicist, has been named national campaign coordinator on Jean Renoir's "The River" by Max E. Youngstein, United Artists vice-president. Weaver was the organizer of the press department of the Theatre Guild and he was coordinator on the U-I campaign for "Hamlet." The picture will open at the Paris Theatre September 10.

DRIVE-IN ENTRANCE & EXIT LIGHTS
40 Inch, double-face or single, arrows right or left.
DRIVE-IN THEATRE MFG. CO. [illegible] Baltimore Kansas City, Mo.

Congressman to Hollywood For Communist Probe

WASHINGTON—Rep. Donald Jackson (R., Calif.), member of the house un-American activities committee, will go to California in advance of the special subcommittee to be appointed to make an on-the-spot investigation into Communist Hollywood activities.

It was learned on Friday (10) from sources close to the committee that Jackson had set a date of August 23 for his junket, and that he planned to work with staff investigators, possibly including some closed "investigative" hearings, to provide a groundwork for the official subcommittee activities.

It was also learned that 25 or 30 subpoenas have already been issued in the film capital, and that more will probably follow. There was still no indication as to when the subcommittee would leave for Hollywood, however, other than it would be after Labor day. Departure date, in any event, will likely not be until Congress adjourns.

Lichtman Shifts Members Of Fox Sales Force

NEW YORK—Al Lichtman, 20th Century-Fox distribution director, has made the following changes in the sales department:

Nat Rosen, Philadelphia sales manager, has become Albany branch manager, replacing Don Houlihan, resigned. John Feloney has been given a newly created post as assistant to Edward X. Callahan, Atlantic division manager, and Arnold Monnette will be assistant to Raymond E. Moon, central division manager. They will headquarter in Boston and Chicago, respectively. Edward X. Callahan jr. has succeeded Feloney as Boston sales manager under J. M. Connolly, branch manager. Herman Hirschhorn has succeeded Rosen as Philadelphia sales manager under Sam Diamond.

Western Electric Awarded Ten Million Tax Refund

NEW YORK—Western Electric Co. has added $10,500,000 to its income for the first half of this year through a settlement of its claim for World War II excess profits refund. The refund covers 1942 through 1946. This will be offset in part by a charge of $7,000,000 against income resulting from a revaluation of the company's investment in Teletype Corp.

The net income increase is $3,500,000. The figures were shown in the application of the N. Y. Telephone Co. for a rate increase now before the New York Public Service Commission. Net income for the first six months of the year was $25,000,000.

FCC Grants More Power To 41 TV Stations

WASHINGTON—In the first thaw of any kind to the freeze on new television station applications, the Federal Communications Commission on Friday (10) granted temporary authority to 41 TV stations around the nation to increase their broadcasting power. The authority will hold until and unless the final decisions on the table of TV channel allocations would set up stations with which the greater powers would interfere.

United Artists Changes Releasing Schedule

NEW YORK—United Artists has added four new releases to its schedule for the period ending October 21, bringing the total since the first of the year to 41, according to William J. Heineman, distribution vice-president. They are "Four in a Jeep," "Gold Raiders," "Hotel Sahara" and "Mr. Peek-A-Boo." The revised schedule now stands:

August 10—"Pardon My French," starring Merle Oberon and Paul Henreid, produced by Peter Cusick. August 17—"Four in a Jeep," starring Ralph Meeker and Viveca Lindfors, produced by Lazar Wechsler. August 24—"St. Benny the Dip," starring Dick Haymes, Roland Young and Nina Foch, produced by the Danziger Bros. August 24—"New Mexico," starring Lew Ayres and Marilyn Maxwell. August 31—"Two Gals and a Guy," starring Robert Alda and Janis Paige.

The September schedule includes prerelease engagements of "The Well" and the roadshow release of "The River" at the Paris Theatre here September 10. Others are:

September 7—"Obsessed," starring David Farrar and Geraldine Fitzgerald. September 14—"Gold Raiders," starring George O'Brien, Sheilah Ryan and the Three Stooges. September 21—"Mister Drake's Duck," co-starring Douglas Fairbanks jr. and Yolande Donlan. October 15—"Hotel Sahara," Yvonne DeCarlo and Peter Ustinov. October 21—"Mr. Peek-A-Boo," Joan Greenwood.

Harry Hervey, Author, Dies

NEW YORK—Harry Hervey, 50, author and film script writer, died August 12. He was the author of many screen plays, including "Shanghai Express," "Road to Singapore" and "Devil and the Deep."

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DRIVE-IN THEATRE MFG. CO. [illegible] Baltimore Kansas City, Mo.

TV Relay Line Started By Bell at Montreal

MONTREAL—Tests of prospective sites for radio relay stations in the new Buffalo-Toronto-Montreal microwave system have been started at the Montreal end of the route by the Bell Telephone Co. of Canada. The company disclosed recently that the modern system, the first in Canada, will be constructed to relay television programs and to provide additional long distance telephone circuits.

The programs will be delivered to television broadcasting stations being built by the Canadian Broadcasting Corp. in Toronto and Montreal.

Equipment being used for the transmission tests is carried in four trucks which includes sectional towers that can be erected to a height of 200 feet in a few hours.

To conduct the tests between here and the proposed site for the first relay station west of the city, two temporary towers have been erected—one here and the other 33 airline miles away on Rigaud mountain.

The Montreal tower, 184 feet high, is at the rear of the Bell Telephone service center at 5757 Western Ave.

A total of 14 stations, spaced about 30 miles apart, will be required on the route.

NFB Picture on Freedom Uses Windsor as Model

WINDSOR, ONT.—This city will be used as a model to illustrate the freedom of Canadian life in a series being prepared by the National Film Board. First sequences for the film were shot over the weekend during Emancipation day celebrations which attracted thousands of people from both sides of the border to the city.

The fete was climaxed by the naming of a beauty queen, Miss Blanche Cathcart of Detroit, who will rule as Miss International Sepia until next year's show.

Al Stark, director who has charge of the three-man unit, said: "Our story will show the freedom in Canada today for the Negro people. We will show not only the celebration of emancipation, but the work-day activities of Negroes here, and their various accomplishments."

He said sequences for the film have been taken in Amherstburg and Windsor. In another trip to Windsor, Negroes of this city will be subjects for filming.

'Strictly Dishonorable' Was the Word and Deed

MONTREAL—A well-dressed, clean-shaven man went to see "Strictly Dishonorable" at the Capitol Theatre, and his intentions were exactly that. Unnoticed by hundreds of patrons, the bandit walked into the manager's office and held up him, the cashier and doorman at the point of a revolver, escaping with an estimated $300.

Police said the cashier, Madeleine Leather, went to the manager's office accompanied by doorman John Madigan. She carried part of the day's receipts. When they arrived, a man who had been sitting in the lobby walked up to them. He followed them into Manager Bill O'Loghlin's office, closed the door and pulled out a gun.

Paramount Sets Previews On 'Groom' in Key Spots

NEW YORK — Paramount held theatre previews of "Here Comes the Groom" in 150 key cities during the week of August 13. The previews were backed by a special "sneak preview" ad-promotion program prepared under the supervision of Jerry Pickman, director of advertising, publicity and exploitation.

The ad - promotion campaign was broken into eight general steps in order to stimulate the maximum word-of-mouth publicity.

These are as follows: (1) A 100-line specially designed ad announcing the sneak preview was run on the amusement page apart from the theatre's current ad; (2) Paramount will furnish the theatre a special 40x60 announcing the event for lobby display; (3) Special invitations issued in a quantity up to 25 per cent of the theatre and given to taxi drivers, barbers, manicurists, waitresses and others who come in direct contact with the public; (4) Paramount furnished a sneak preview trailer which featured Bing Crosby, who invited the public to sign the preview cards; (5) Paramount furnished preview cards, combined with applause cards, was a salute to Bing Crosby; (6) Two days after the preview, a 200-line ad was placed announcing that the theatre has booked the picture; (7) This was followed by underliner teaser slugs announcing "Here Comes the Groom," and (8) Each sneak preview was covered by a Paramount representative, either a branch manager or field exploitation man.

Berlin Newsmen Suggest 'Jeep' for Laurel Award

NEW YORK — "Four in a Jeep," Lazar Wechsler production for United Artists release, has been recommended for the David O. Selznick Golden Laurel and Silver Laurel awards by the chiefs of the U.S. news bureaus in Berlin, according to Max E. Youngstein, vice-president of UA.

The bureau chiefs, who make up the Berlin jury for judging German language films entered for the awards, commended "Four in a Jeep" for consideration by the jury in New York. The citation was signed by Judy Barden of the North American Newspaper Alliance, Kathleen McLaughlin of the New York Times, Russell Hill of the New York Herald Tribune, David M. Nichol of the Chicago Daily News, Richard S. Weil of International News Service, Tom A. Reedy of the Associated Press and Edward M. Korry of the United Press.

Missionary Work on Film

MONTREAL—The story of a bishop who has to travel by plane, boat, sledge and dog team to visit his parishioners will be told in a film being sounded and edited by Crawley Films for the Church of England. Entitled "North With the Bishop of the Arctic," the film follows the travels of Bishop Marsh as he goes by air to Aklavik and then by boat to the eastern part of his territory, which extends from James Bay north to the Arctic circle and from Aklavik east to Port Burwell. Most of his parishioners are Eskimo. The film will be distributed by the Church of England Missionary society.

Lux to Release 9 Films, 2 English, 7 Italian

NEW YORK—Lux Films, distributors of foreign language films, has two English dialog pictures for fall release, in addition to seven in Italian with English titles.

The pictures made abroad with English dialog are: "Love Story," starring Danielle Darrieux and Rossano Brazzi, both of whom have made pictures in Hollywood, and "Les Miserables," starring Gino Cervi and Valentina Cortesa, who is now under contract to 20th Century-Fox in Hollywood.

The Italian dialog pictures are: "Path of Hope," with Raf Vallone and Elena Varzi; "The White Line," produced by Lugi Zampa with Raf Vallone, Gina Lollobrigida and Enzo Staiola; "Under the Olive Tree," directed by Guiseppe De Santis with Raf Vallone and Lucia Boss; "Sister Anna," with Silvana Mangano, Raf Vallone, Vittorio Gassman and Gaby Morlay; "Against the Wall," with Silvana Mangano and Amadeo Nazzari; "Closed Shutters," with Massimo Girotti and Eleanora Rossi, and "Mill on the Po," with Carla del Poggio and Jacques Sernas.

Lux Films also has "Oh Amelia," starring Danielle Darrieux, in French; "Ein Tag," in German, and "The Song of Dolores," in Spanish, starring Imperio Argentina, ready for national release.

Denmark Sends Experts To Film Canadian Life

MONTREAL—Palle Bojesen of the Danish state radio, well-known lecturer, and Erik Olsen, camera operator, both young Danish experts, have been assigned to produce films on life in Canada for distribution in Denmark and other Scandinavian countries.

"Canada is primarily a country of action, movement—and that is why we feel that to portray life successfully here it must be captured on film," they said on arrival. Their first subject will be the westward migration of a Danish mother, Mrs. Hans Pedersen, and her two sons en route to meet the father, who arrived at Moose Jaw before them. It will highlight Canadian geography, types of work and customs and will be available to Danish schools and cultural groups when completed.

Twelve More Films Rated By Women's Clubs Groups

NEW YORK—Twelve features are listed in the August 1 Joint Estimates of Current Motion Pictures rated by women's organizations. Of these, three are given adult classification, three family, five adult with youth appeal, and one family and acceptable for children's programs.

The adult films are: "The Iron Man" (U-I), "The Secret of Convict Lake" (20th-Fox) and "Two of a Kind" (Col). The family films are: "Alice in Wonderland" (RKO-Disney), "Bright Victory" (U-I) and "Cattle Drive" (U-I). The adult with youth appeal are: "Hard, Fast and Beautiful" (RKO), "Rich, Young and Pretty" (MGM), "Peking Express" (Para), "That's My Boy" (Para) and "Warpath" (Para). The film rated as family and acceptable for children's programs is "Mask of the Avenger" (Col).

Movies Are Better Than Ever... **HOW ABOUT YOUR THEATRE?**

To win public favor, your theatre needs:

PATRON COMFORT

CHARM of COLOR

HARMONY of DESIGN

●

Improvement PAYS... Do It NOW!

MODERN THEATRE

Theatre improvements are reported in detail in the monthly Modern Theatre section of BOXOFFICE. The hows and whys are detailed and pictured to make them easy for you to use in your own theatre, for your own local needs.

Be sure to read this big, well-planned section, issued the first Saturday of each month. The information offered is invaluable for any progressive exhibitor.

Always out front with leadership—plans—methods

Improvements are an investment that pays. Many a closed house lacks only the extra appeal of color, design and patron comfort.

Thousands of passive ticket buyers can be changed into enthusiastic supporters by extra eye appeal, comfort appeal of an improved modern building.

BOXOFFICE, from every angle, gives you information you need and inspires you with courage to do as others are doing to make your business hum.

Keep up with the times—ahead of the demands. The public is flocking back to pictures, disappointed with other forms of entertainment. Is your house clean and wholesome, attractive at all times?

●

BOXOFFICE

TALL PROFITS
GOES HAND-IN-HAND WITH
HALLMARK
ROADSHOW ATTRACTIONS
BOOK THESE HALLMARK PROFIT-MAKERS TODAY
"SHE SHOULDA SAID NO"
"SECRETS of BEAUTY"
"PRINCE of PEACE"
"MOM and DAD"
'SIDE ROAD'
THAT'S ME!
PRODUCERS • WORLD-WIDE DISTRIBUTORS
HALLMARK
EXPLOITERS
100% GUARANTEED
Home Office: HALLMARK BLDG., WILMINGTON, OHIO
Branch Offices:
BEVERLY HILLS • CHICAGO • CLEVELAND • TORONTO
MEXICO CITY • AUCKLAND • SYDNEY • SINGAPORE
HONGKONG • CALCUTTA • KARACHI • CAIRO • ATHENS
ROME • PARIS • LONDON • AMSTERDAM • STOCKHOLM

HALLOWEEN!

MASTER OF THE DEAD
MIDNITE SPOOK PARTY
It's HAUNTING! HORRIFYING! HORRENDOUS!
SEE! ON STAGE

SPOOKY — THRILLS — CHILLS

40 MINUTE STAGE SHOW

Available to all theatres, this spook party stage show deal. We supply manuscript of full show. You can do the show yourself with assistance of boys and girls. Nothing that a 10-year-old child can't do.

A REAL CHILL AND THRILLER

We supply manuscript, film trailer, window cards, one-sheets, skeletons for lobby, advertising copy, mats, etc. Perfected and proven. Price $25.00.

AMUSEMENT ENTERPRISES
1211 Louisiana Houston, Texas

DRIVE-IN THEATRE CENTER AISLE LIGHTS
Numbered Panels for Ramps with Opaque Panels for Illuminating Entrance or Exit Driveways
DRIVE-IN THEATRE MFG. CO. 729 Baltimore Kansas City, Mo.

Theatre Construction, Openings, Sales

CONSTRUCTION:

San Angelo, Tex.—United Theatres in Dallas is constructing a new drive-in just inside the city limits on the Sterling City highway.

Newington, Conn.—Work is under way on a 500-car drive-in for James Nadeau.

Providence, R. I.—Michael Albergo expects to open the new 600-car Putnam Drive-In on Route 44 by the end of August.

OPENINGS:

Anadarko, Okla.—Shirl Butler, Frank C. Henry and Richard W. Hecht have opened the Caddo Drive-In on Highway 62.

Berthierville, Que.—The Metro, a new 400-seat theatre, was scheduled to open early in August. Maurice Goulet is owner.

Bloomfield, Ind.—The Ed Campbell circuit has opened the Family Drive-In here.

Dickson, Tenn.—A new 750-seat theatre was opened here in July.

Edmond, Okla.—Jack and Jimmie Hull have opened the Sundown Drive-In on highways 66 and 77, south of town

Fernandina, Fla.—The Drive-N Theatre was opened near here by C. E. Beach in July. It cares for 200 cars and is to expand for 350.

Mansfield, Mo.—G. W. Owens has opened a new open-air theatre with space for 200 cars, half a mile east of Seymour at the junction of Highway C. It is named the Owen Walk-In, Drive-In and Fly-In.

Montague, Tex.—A 200-car drive-in, a mile north, was opened on August 1 by owner Marvin London and Jerry Stout.

Odessa, Tex.—The new 1,500-seat Ector Theatre has been opened here by the H&H circuit.

Orillia, Ont.—Twentieth Century Theatres has opened a 300-car drive-in in the Muskoka lakes resort region.

Round Top, Tex.—C. A. W. Schlege has opened the Round Top Drive-In near here.

Rouzerville, Pa.—Frank A. Bowling and W. B. Saunders recently opened a 300-car Red Run drive-in between here and Waynesboro.

Shreveport, La.—The Sunset Drive-In, owned by G. H. Mercer, was opened recently. It has space for 525 cars and will seat 125 in a patio.

Slaton, Tex.—The Circus Drive-In on South Ninth street was opened recently with Bill Davis as manager. It accommodates 300 cars.

Slaton, Tex.—The Caprock Drive-In has been opened on the Lubbock highway by co-owner and manager Dan Pritchett.

South Bend, Ind.—The Moonlight Outdoor Theatre has been opened on West Chippewa avenue with Silver Ray as manager.

Springboro, Pa.—The Maple Drive-In was opened recently, with Paul Remaley as manager. It has space for 350 cars.

Sweetwater, Tex.—Lionel D. Maner has opened the new Park Super-Drive-In just west of town. It has maximum capacity of 2,000 cars.

SALES:

Skellytown, Tex.—Mr. and Mrs. Harold Leonard purchased the theatre here and have taken over its operation.

Yorke Reports Coverage On Little League Ball

NEW YORK—Emerson Yorke, coordinator of films, radio and television for Little League Baseball, Inc., reported at a luncheon August 10 on the audience potential represented by coverage of the 1950 little world series. Newsreel coverage included that by News of the Day, Universal News, Paramount News and Movietone News. Other coverage was through NBC-TV special events and Telenews sportscast units. He estimated the total audience in excess of 90,000,000.

MGM is releasing a recording of "Little League," the official march of Little League Baseball. Oscar A. Morgan, head of Paramount short subject and Paramount News sales, said he wished the industry could devote more time to supporting the league as a preventive of juvenile delinquency.

WB Aids U.S. Bond Drive

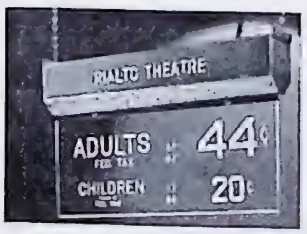
NEW YORK—The savings bond division of the U.S. Treasury department is distributing to schools a Warner Bros. poster tieing in "Jim Thorpe—All American," one of the company's 25th anniversary of modern talking films, with the defense bond program.

NO MORE HEADACHES!
for your eye-strained customers
NO MORE HEADACHES!
for YOU, Mr. Theatre Owner . . . you can fill every seat . . . down front . . . on the side or in the middle . . . with
HAPPY CUSTOMERS.
CYCLORAMIC
Starke
The Magic Screen of the Future is here NOW!
NO GLARE
CUSTOM SCREEN
NO PERFORATIONS to dot your patrons' eyes. No eye strain from distortion.
IT'S WONDERFUL!
SAY PLEASED PATRONS EVERYWHERE!
B. F. SHEARER COMPANY
2318 Second Avenue, Seattle 1, Washington

EXPORT DISTRIBUTOR: FRAZAR & HANSEN, LTD., 301 CLAY ST., SAN FRANCISCO
CANADA: DOMINION SOUND EQUIPMENT, LTD. • OFFICES IN ALL PRINCIPAL CITIES

For YOUR BOXOFFICE

Engraved by our exclusive process on lucite to your specifications.


RIALTO THEATRE
ADULTS 44¢
CHILDREN 20¢

LAMOLITE*
ILLUMINATED PRICE ADMISSION SIGNS

Our enlarged plant facilities assure OVERNIGHT service from coast to coast.
Plastic Signs Engraved for the Entire Theatre
Send for Folder *Pat pend

Edgar S. Bowman
682 Sixth Avenue New York 10, N. Y.

DRIVE-IN SCREEN COATING
Also Masking and Complete Paint Line
DRIVE-IN THEATRE MFG. CO. 729 Baltimore Kansas City, Mo.

BOXOFFICE

August 18, 1951

The Motion Picture Merchandising Guide

Promotion

PERIODICALS · RADIO · OUTDOOR · MAIL · ON-SCREEN · TELEVISION · IN-STORE · ON-TRANSIT · NEWSPAPERS

In This Issue:

MILLION-DOLLAR CAMPAIGN PAVES PRE-SELLING PATH TO BOXOFFICES

Page 12

CHARLES EINFELD
Vice-President of 20th Century-Fox in Charge of Advertising, Publicity and Exploitation.

Teresa
PIER ANGELI
JOHN ERICSON
EXCUSE MY
SKELTON
CAREY
SHOWING

She's spending
She's open-minded
She's older than you think

that young woman in her teens

She's spending...$3,700,000,000 of her *own* money in a year. The biggest single item in her weekly spending is...entertainment!

She's open-minded...ready to be convinced, responsive to advertising. No stay-at-home, she's a first-rate prospect for first-run films.

She's older than you think...interested in a wide variety of adult pictures. She's influential too—once decided on a film, she's quick to sell her friends and family.

Just one magazine reaches the spending power and molds the buying habits of the 7,400,000 young women in their teens.

seventeen sells!

New York: *488 Madison Ave., New York 22, N. Y.* Western: *400 North Michigan Ave., Chicago 11, Ill.* New England: *Statler Bldg., Boston 16, Mass.* Pacific Coast: *9126 Sunset Boulevard, Hollywood 46, Cal.* Southern: *Rhodes-Haverty Bldg., Atlanta 5, Ga.*

AUGUST 18, 1951

Promotion
SECTION

The motion picture preview has long been a favored way of introducing the industry's product, as a special screening for the public or as a trade showing for the exhibitor. It is a long-tried, successful formula in the business. Now, PROMOTION adds something new—the *Campaign Preview,* a kind of trade showing of the advertising, publicity and exploitation programs created for the special, important pictures which come out of Hollywood. It has as its primary purpose the presentation to theatremen of the working tools with which they can merchandise the picture—tools they can begin using long before the playdate has been set and the pressbook arrives.

We believe there has been a need for this added service. The exhibitor, in addition to being told what the picture is about, also must be informed on how it is being marketed by the distributor and how he can tie into that marketing program. The *Campaign Preview* is designed to provide that extra service; and the first picture to be given this special treatment, in the current issue, is the 20th-Century-Fox Biblical spectacle, "David and Bathsheba." Under the guiding hand of Charles Einfeld, vice-president in charge of advertising, publicity and exploitation, the company has created its most extensive merchandising campaign for this picture. It is a million-dollar campaign, both in imaginative showmanship and in actual dollars being spent. It calls for total blanketing of the prospective patron market, using every available means of communicating with the public.

It is a campaign which contains all the elements of what the industry likes to describe as "old-time showmanship," plus the refinements of contemporary merchandising. There is a return to flamboyant posting, extensive use of window cards, full-color heralds, in-store posters, the ballyhoo and excitement of personal appearances and a deep-penetration campaign to reach the public through the general and special interest magazines and the daily press. This is the kind of campaigning which stimulates theatremen into doing the kind of selling job the distributors have been urging them to do for several years. It is also the kind of campaign which gives them something to work with; and 20th-Fox has not shirked its duty in this respect.

The PROMOTION Section of BOXOFFICE is included in the third issue of each month. Editorial or general correspondence should be addressed to Associated Publications, 9 Rockefeller Plaza, New York 20, N. Y. Eastern Representative: John G. Tinsley; Central Representative: Ewing Hutchison and E. E. Yeck, 35 East Wacker Drive, Chicago 1, Ill. Hollywood Representative: Ivan Spear, 6404 Hollywood Blvd., Hollywood 28, Calif., Western Representative: Bob Wettstein, 672 South Lafayette Park Place, Los Angeles 5, Calif. Manager of Sales and Service: Herbert Roush, 825 Van Brunt Blvd., Kansas City 1, Mo

The Motion Picture Merchandising Guide

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NATHAN COHEN
Executive Editor

LOU H. GERARD
Editor

JOHN G. TINSLEY
Advertising Manager

Give Your Santa a HOME-UTILITY Gift!
You ... about them in
NOW...You can TRY 'EM and BUY 'EM HERE!
There are Father's Day PROFITS for you in th PACKAGE!
HOME-UTILITY
Picture the Hit You'll Make with a Home-Utility Gift for Dad
Ray Milland
HOME-UTILITY 1950 Father's Day Promotion
NEW NEW NEW SALES HELPS!
HOME-UTILITY MERCHANDISING IDE

Manufacturers of products merchandised through campaigns in which film stars tie in present this panel of evidence that

WHEN DEALERS AND EXHIBITORS GET TOGETHER—THINGS HAPPEN!

By HARRY F. BRIAN

It takes good ingredients and fertile imagination to build a successful tie-in promotion.

The advertiser must have a good product to promote. He must have his campaign carefully planned in every detail—to make sure he does not overlook any sales-building angle. He must have an enthusiastic sales force that *believes* in the promotion, sells it hard to the dealer. Finally, the dealer himself must realize the extra benefits he will derive if he uses the tie-in merchandising and sales aids that are furnished him; in many cases, he does, or should create additional tie-in material on his own.

The ultimate benefit, of course, is the "marriage" of the exhibitor and the dealer —the get-together that squeezes the last ounce of sales potential from the entire tie-in promotion.

Dealers Find It Pays

It is proper use of this ingredient-and-imagination combine that has spelled sales success for clients of ours for whom we have recently planned tie-in campaigns.

They were successful because every sales and merchandising possibility was milked dry. And, retailers who went all out to cash in on the advertising and merchandising programs usually had the biggest sales jump. When the dealer and the exhibitor got together—*things happened!*

In getting down to cases, let's see how this formula works. For the Black & Decker Manufacturing Co., world's largest producer of portable electric tools, we have used the tie-in technique for twice-a-year promotions on their Home Utility line of home workshop tools at Christmas and Father's day. It was a noble experiment. Here was a manufacturer who previously had sold only to industry, entering a vast new market with a blue chip consumer product. And his outlets primarily were not the high pressure type nor dramatic merchandisers in any sense of the word. But the experiment worked.

The first Christmas promotion, using Paramount's Alan Ladd, practically paralleled a military campaign in its planning. Five months before Christmas, the sales force receive campaign timetables and giant sales presentations for use in signing up hardware distributors and educating the distributor salesmen. Everything dovetailed as the sales pressure on the dealer mounted with coordinated trade advertising and direct mail, a barrage of merchandising materials and promotional helps for retailers, and finally, consumer advertising in major publications.

30 per cent increase pleased the client. A complete sell-out of tools certainly pleased hardware dealers across the country. And, lobby displays showing pictures of Alan Ladd using the tools plus merchandise display didn't hurt the exhibitors. Extensive national advertising, local advertising on the part of the hardware dealer, local store point-of-sale and product display all played a part in promoting theatre admissions.

Father's Day Promotion

Six months later we built a similar program for Father's day, using Ray Milland and his son Danny. It was a honey. Incidentally, Milland is a home workshop enthusiast, so the advertising material was exceptionally believable to dealers who were unenthusiastic about the original program. Again a military type timetable was devised. The promotional material was released on set dates long before Father's day, with pressure mounting as the selling season grew shorter. Result: another sellout, more local dealer advertising, more dealer and exhibitor cooperation.

In these and subsequent Home-Utility campaigns we observed one important copy technique. We made the movie star part of our team, really put him to work selling for us. He used our product—he recommended our product—said so in the headlines. At the dealer level, he told the trade in plain words he was going to help them sell more tools, make more profits, give them extra sales aids. We like to believe more retailers used more promotional material, put their ingenuity to work creating

Here's Proof That Well-Planned Tie-In Promotions Work—For the Advertiser and the Theatreman

I've got a message for you on the other side
Jeanne Crain
CARVEL HALL
Cutlery Sets
CARVEL HALL

they follow through with campaign materials and substantial advertising to back the retailer, the star and the picture.

more tie-in material of their own because of this type of planning. Incidentally, how many times have you seen tie-in campaigns failing to use these important selling copy angles? You've got an extra salesman in a tie-in program—why not use him?

This technique also paid off for another of our clients, the Chas. D. Briddel Company, America's No. 1 manufacturer of gift cutlery. Two such promotions for Carvel Hall steak sets, carving sets, etc.,—one a June Bride program, the second a Christmas gift program—had a great deal to do with Carvel Hall's jump to first place in gift cutlery sales this year.

Jeanne Crain Tie

Tieing up with Jeanne Crain with Twentieth Century's "Cheaper By the Dozen," we featured Miss Crain in full page avertisements with *her* set of Carvel Hall cutlery. Trade spreads told the story of all the merchandising aids offered to dealers and over 25,000 teaser and tell-all mailings went out to retailers, offering everything from statement stuffers to radio and TV scripts, glossies, mats, and even a $500 contest for department store housewares executives and display people for the best Carvel Hall island or window display.

The results were worth the effort. In point of view of merchandising, tie-ins with the first run theatres throughout the country numbered 248, including New York's Roxy and Hollywood's Grauman's Theatre. Window displays in retail stores were overwhelming. Hundreds of the country's largest retailers ran local tie-in advertisements. Carvel Hall sales rocketed 125 per cent during this period.

The Associated Business Papers thought so much of the campaign that Briddell and VanSant, Dugdale jointly won first award in competition for advertising in merchandising publications "to describe and induce the dealer to use sales promotion aids, such as window displays, price cards, counter displays, mats, etc." An "All Through the Store" promotion for the same client last Christmas, featuring Twentieth Century's Linda Darnell, brought more success for Carvel Hall. Sales zoomed. Retailers promoted. Exhibitors cooperated in greater numbers.

When their products and their distribution can fit in, our clients like tie-ins. Because sales get a shot in the arm. Because the sales force usually attacks the job of selling the program with new life and vigor. Because our dealers have used more merchandising and sales material on tie-in promotions than with any other kind.

Obviously, sales success for the client certainly means sales success for retailers. And we have heard no complaints in any instance where retailer and exhibitor got together on a tie-in. Whether instigated by the retailer or the exhibitor, it matters not—the rule to remember is: *Don't pass up an opportunity to ride along on a national tie-in program, especially one that has a red-hot local merchandising program attached.*

We're all working on the same consumer. He reacts favorably to some appeals, ignores others. Our *good ingredient-fertile imagination* formula attempts to use all the appeals that ring the bell with him. The merchandise is primary—it must be right. Making the Hollywood personality work for you is equally important. He should use the product, wear the product, eat the product—he should help you sell it. The copy approach takes care of that if well conceived. Using the star merely for window dressing is the lazy way to tie in—nobody gets full benefit out of the advertising dollars spent.

HARRY F. BRIAN is vice-president of VanSant, Dugdale & Co., Inc., of Baltimore, the advertising agency which created the star tie-ups discussed in this article.

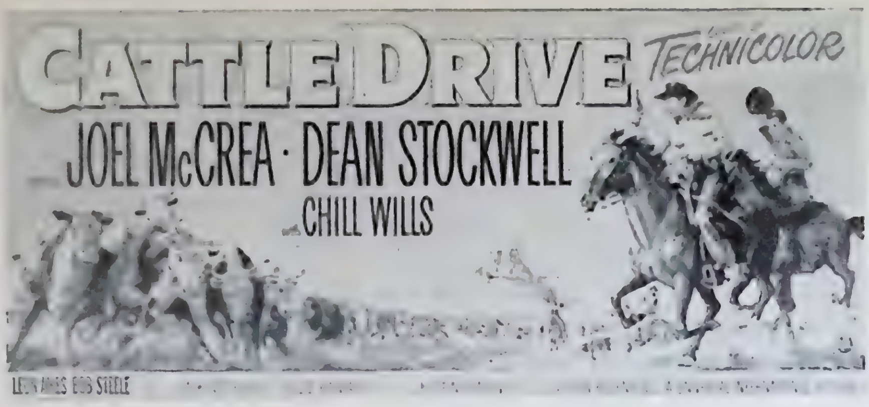
Certainly an inspired sales force is vital—the men must believe in the tie-in program and so must all the channels of distribution. The promotion must be all-inclusive, every sales angle must be covered, every possible merchandising aid ought to be offered to dealers. Dealers should use their own ingenuity to promote the program further.

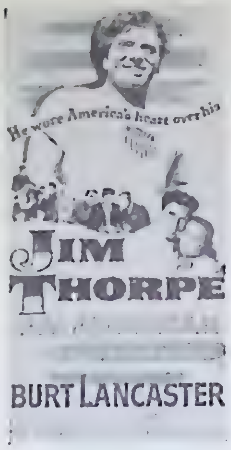
Better Pressbook Data

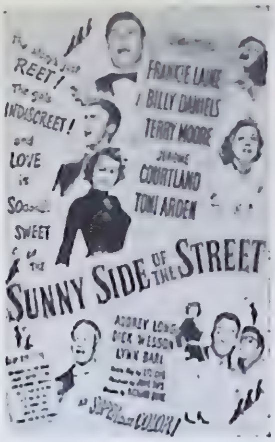
And film distributors, in my opinion, should do a better job on their own pressbook and promotional efforts to exhibitors. Some I've seen tell half the story, are inaccurate in dealer and branch office listings, garble the advertiser's tie-in story. There's no reason why these exploitation programs for exhibitors should not be as vigorous as the advertiser's promotion to his salesmen and dealers. The more there are, the more everybody benefits.

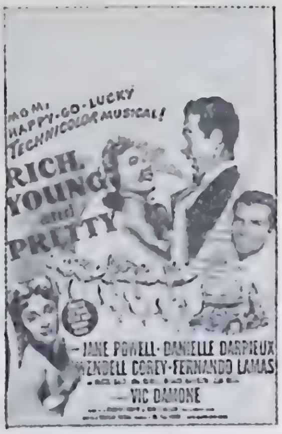
The big retailer and perhaps the big exhibitor may say this stuff is old hat. But, remember, I'm also talking to and about the thousands of retailers and exhibitors who may not have promotion men, public relations men, advertising and merchandising departments, but who want to benefit just the same from tie-in programs. They will, if the material and the information we furnish them is logical, easy to use, sound in concept. If it is, then something *will happen* when dealer and exhibitor get together.

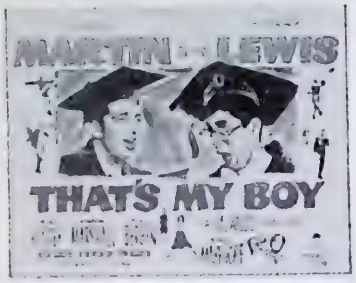
Ideas for Promotion From Posting Art on Films Going Into Release

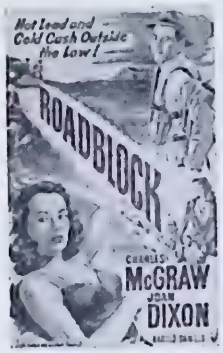

CATTLE DRIVE
TECHNICOLOR
JOEL McCREA · DEAN STOCKWELL
CHILL WILLS
LEON AMES BOB STEELE

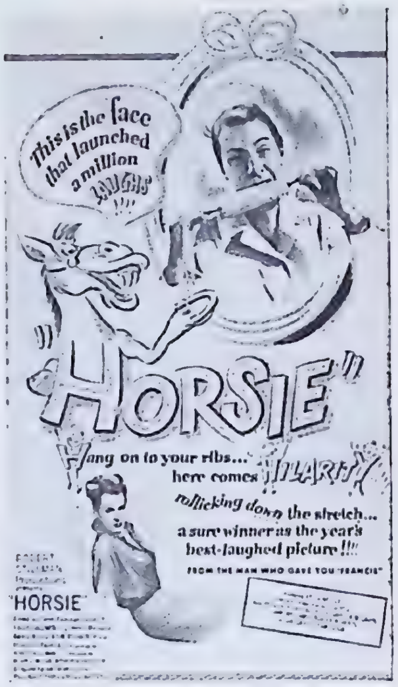

He wore America's heart over his
JIM THORPE
BURT LANCASTER

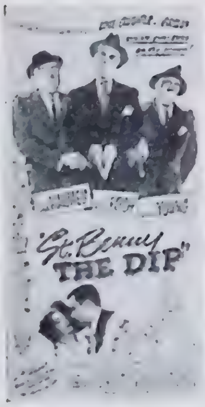

The songs just REET!
The gals INDISCREET!
and LOVE is SOooo SWEET
FRANKIE LAINE
BILLY DANIELS
TERRY MOORE
JEROME COURTLAND
TONI ARDEN
SUNNY SIDE OF THE STREET
AUDREY LONG
DICK WESSON
LYNN BARI
SUPER CINECOLOR!

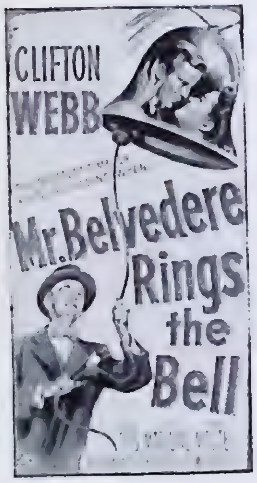

MGM's HAPPY-GO-LUCKY TECHNICOLOR MUSICAL!
RICH, YOUNG and PRETTY
JANE POWELL · DANIELLE DARRIEUX
WENDELL COREY · FERNANDO LAMAS
VIC DAMONE

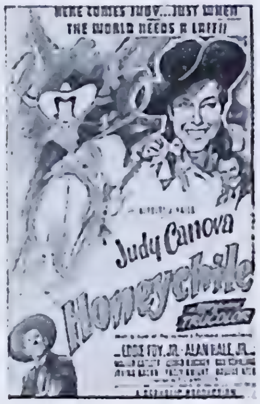

MARTIN and LEWIS
THAT'S MY BOY

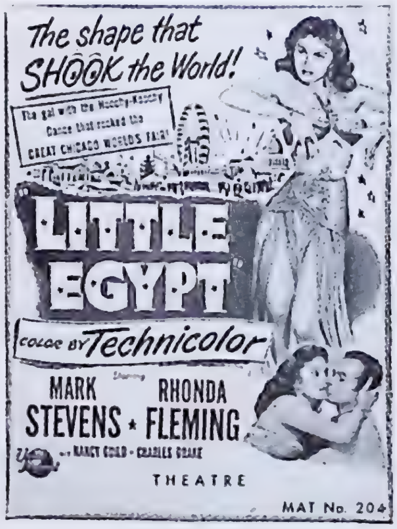

Hot Lead and Cold Cash Outside the Law!
ROADBLOCK
CHARLES McGRAW
JOAN DIXON

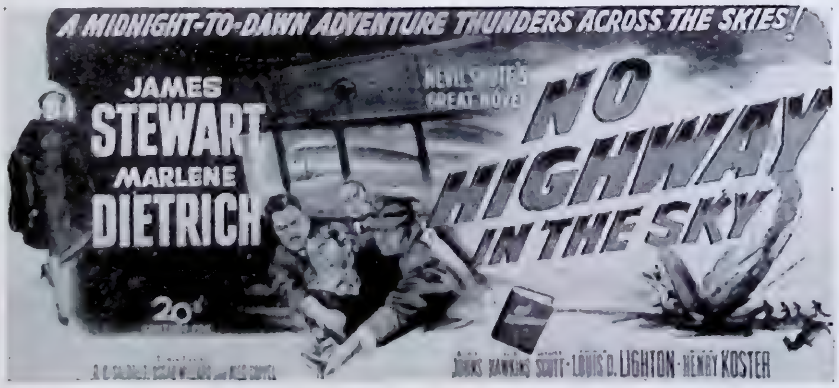

This is the face that launched a million LAUGHS!!!
"HORSIE"
Hang on to your ribs... here comes HILARITY
rollicking down the stretch... a sure winner as the year's best-laughed picture!!!
FROM THE MAN WHO GAVE YOU "FRANCIS"
"HORSIE"


"St. Benny THE DIP"


CLIFTON WEBB
Mr. Belvedere Rings the Bell


HERE COMES JUDY... JUST WHEN THE WORLD NEEDS A LAFF!!
Judy Canova
Honeychile
EDDIE FOY, JR. · ALAN HALE, JR.
A REPUBLIC PRODUCTION


The shape that SHOOK the World!
The gal with the Hoochy-Koochy Dance that rocked the GREAT CHICAGO WORLD'S FAIR!
LITTLE EGYPT
COLOR BY Technicolor
MARK STEVENS ★ FLEMING
RHONDA
NANCY GUILD · CHARLES DRAKE
THEATRE
MAT No. 204


A MIDNIGHT-TO-DAWN ADVENTURE THUNDERS ACROSS THE SKIES!
JAMES STEWART
MARLENE DIETRICH
NEVIL SHUTE'S GREAT NOVEL
NO HIGHWAY IN THE SKY
20th
JOHNS · HAWKINS · SCOTT · LOUIS D. LIGHTON · HENRY KOSTER

In general, the key art in these illustrations dominate the newspaper and posting advertising available for the features. The ads for "Horsie" (UA) and "Little Egypt" (U-I) are for 2 and 3-column newspaper placement. Other reproductions are of posters, in 1-sheet, 3-sheet and 24-sheet sizes. Exhibitors, however, will find that the poster art will generally be found in newspaper copy, and vice versa. Most of this paper is already on hand at the usual distribution points.

POST
CRIME IN A SMALL TOWN:
The Case of Millville, N.J.
By STANLEY FRANK
ROSEN: That Clouting Kid From Cleveland
By HARRY T. PAXTON

GREGORY PECK plays the title role in Warner Brothers' new release "Captain Horatio Hornblower."

Year after year, Hollywood buys more material from The Saturday Evening Post than from any other magazine.

On the average, two Post stories a month are bought by the movies. And their success at the box office is proverbial.

Take Horatio Hornblower, for example, whose exploits have now been made into a movie. He is an old friend to the Post readers. They have followed his career since the day it started in the pages of The Saturday Evening Post. To many, his name and exploits are more real than history itself.

This isn't surprising. The Post occupies a unique position in the minds and hearts of its millions of readers. They enjoy it and trust it. They depend on it and believe it.

Post readers, by the millions, go to the movies. They will pay attention when you tell them that a picture was based on a Post story. So be sure to feature the Post in your advertising. Display it wherever you can. The Saturday Evening Post gets to the *heart* of America.

-gets to the heart of America

Radio Star Search Fills 153 Theatres In 4-State Area

A Finely Organized, Well-Coordinated Cooperative Tie-Up Originating With WLW, Cincinnati, Is a Boxoffice Boon

WLW
STAR SEARCH

Finalists on the stage of the Albee Theatre, Cincinnati

By CHESTER FRIEDMAN

Since last year there has been talk in exhibitor and distributor circles within the motion picture industry to the effect that a Star Search would be beneficial in arousing public interest in motion pictures.

While this end of the entertainment industry was discussing and analyzing the public reaction to such a national promotion, a live-wire radio company in the midwest set the machinery in motion for a similar search to uncover new radio talent. Last spring, radio station WLW, affiliated with and headquarters for the Crosley Broadcasting Corporation in Cincinnati. launched a Star Search in which they had support from 153 theatres across the four states within merchandising range of the station's powerful transmitter.

The final results of the Search can be appraised in terms of a wealth of new talent uncovered among the unknowns who entered the contest, and in strongly accelerated theatre attendance in nearly every situation where tie-ins were made with WLW.

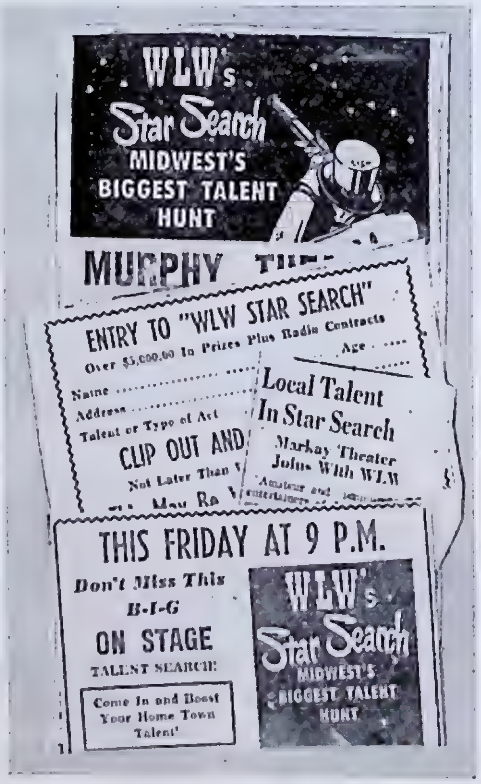
$1,000 in Campaign Prizes

One reason why theatremen went all-out to really put the Search across for the radio station was the fact that they were shooting for $1,000 in cash prizes offered by WLW for the best merchandising campaigns developed by theatre showmen. Another is the fact that the man who coordinated the theatre-radio tiein is Jack Keating, a former motion picture industryite who before World War II was branch manager for 20th Century-Fox in Cincinnati.

Not withstanding the fact that WLW expended a considerable sum of money in putting the promotion over, it realized a volume of publicity, a substantial increase in prestige, and thousands of new listeners in a territory where competition is rife. Just as important, from the entertainment angle, the station has been able to unearth a wealth of new names and talent—a welcome and refreshing addition to both the radio and television enterprises operated in Cincinnati.

The idea for the Star Search originated with Robert Dunville and William Robinson, president and vice-president, respectively, of the Crosley Broadcasting Corporation. Because of Keating's experience in the motion picture industry, the job of organizing the theatremen in the local quest for talent was turned over to him as Director of the Star Search. Bill Querner, head of the programming department at WLW, acted as coordinator of announcements, bookings, etc.

Keating's first assignment was to contact the circuit heads of all theatre companies in the area and the independent exhibitors. He spent weeks on this and received enthusiastic response everywhere. He prepared a pressbook detailing every possible promotion angle which might assist the theatre managers. The pressbook included ad mats, ad layouts and ideas for getting both talent and publicity. Window cards and heralds, in color, were made available to the theatremen in unlimited quantities. These were prepared so that all the manager had to do was to have the theatre name, dates of his local contest and local prizes imprinted. The book contained prepared publicity releases ready for the newspapers.


WLW's
Star Search
MIDWEST'S
BIGGEST TALENT
HUNT

MURPHY

ENTRY TO "WLW STAR SEARCH"
Over $5,000.00 In Prizes Plus Radio Contracts
Age .....
Name ....
Address ....
Talent or Type of Act
CLIP OUT AND
Not Later Than

Local Talent
In Star Search
Markay Theater
Joins With WLW

THIS FRIDAY AT 9 P.M.
Don't Miss This
B-I-G
ON STAGE
TALENT SEARCH
Come In and Boost
Your Home Town
Talent'

WLW's
Star Search
MIDWEST'S
BIGGEST TALENT
HUNT

Newspaper ads and publicity in local papers were voluminous; brought crowds to theatre boxoffice and kept WLW before the public for many weeks.

The station also provided ballot forms for situations where the manager elected to have the audience vote for their favorite candidates. In some theatres, however, winners were determined by applause meters or hand applause. A few managers had competent judges select the winners.

Four Weekly Eliminations

Keating set up a plan so that each theatre staged four weekly eliminations. The theatres promoted prizes for the local weekly, and the local final winners. On the fifth week, a finalist was selected. This winner appeared the following week in another town, in competition with similar winners from other towns in a 50-mile radius. The winners of these regional competitions then competed against other regional winners in still another town as semi-finals entrants. The grand finalists were scheduled to appear on the stage of the RKO Albee Theatre in Cincinnati.

Keating promoted a Benrus watch for the winners in each theatre which were given in addition to whatever prizes local merchants contributed through the theatre. Each of the 10 finalists who competed at the Albee received a television set promoted by Keating, in addition to a valuable array of prizes promoted by Nate Wise, RKO Theatres publicity manager in Cincinnati.

Many theatremen succeeded in arousing so much interest among the merchants that in addition to prizes, the businessmen purchased cooperative newspaper ads to promote the talent search and put up the cash for transportation so that the winner could compete in the regional and semi-final competitions in other towns.

Supporting the mass endeavor of 153 managers in the four states reached by WLW was a comprehensive campaign of spot announcements emanating from Cincinnati, plugging the local contests. For weeks, WLW gave listeners up-to-date information on the progress of local contestants and mentioned each theatre by name and location.

In at least two instances, theatre managers were able to get support from competitor stations operating locally in promoting the WLW Star Search. In one case, the manager got a sponsor to pay for air time so that the weekly elimination contest could be broadcast direct from the theatre stage.

Impact Is Tremendous

Only by analyzing and assaying the campaigns submitted by the theatremen in the Star Search Showmanship Competition can one truly evaluate the tremendous impact on the public made by this contest. Representative campaigns revealed that the theatres played to capacity houses on the nights they presented the talent. The regional and semi-finals drew even larger audiences, and in Cincinnati at the finals, the 4,300-seat Albee drew an overflow crowd.

Entries for the Star Search were limited to amateurs or semi-professionals engaged in other occupational livelihood, who were over 18 years of age. Each of the three Grand Prize winners was offered a provisional contract with WLW. In addition the first place winner received $1,000; second place, $500; third in line, $250. There was a tie for third place, and WLW promptly solved this by giving each of the winners $250.

Keen Exhibitor Rivalry

Keen rivalry and competition were manifest among theatremen in their attempt to win a share of the $1,000 offered for the most outstanding campaigns developed in connection with the Search. The prize money was offered on the basis of six integral parts of the campaign—newspaper and radio promotion; staging of the contest; prizes promoted for contestants; civic and organization tieups to uncover talent; exploitation and special stunts; publicity and promotion given the local winner through the regional and semi-final competitions.

This phase of the overall campaign was also handled intelligently by WLW. A panel of judges composed of impartial newspaper, radio and trade representatives from the motion picture industry were brought to Cincinnati from New York and other out-of-town locations.

Bill Robinson mailed a personal letter of thanks to every theatreman and every contestant who participated in the Star Search, expressing his interest and good wishes. Throughout the promotion, the station's executives did everything possible, in a sincere vein, to encourage the less fortunate contestants. That attitude was tangible enough to make scores of lifelong friends for WLW and will no doubt be of great value in future Star Searches the station intends to conduct.

The 153 theatres which participated with WLW in the Search represent 123 cities and towns in Indiana, Kentucky, Ohio and West Virginia. Thousands of entries were screened for the contest, but 1,261 acts actually participated in at least one theatre during the competition.

Winner of first prize in the Search was Wellington Blakely, a Negro baritone from Gary, Ind., a television repairman. Two students from Ohio State University won second-prize money but refused a contract in order to complete their studies. The third winning team was a trio of girls who were organized by the theatre manager in Muncie, Ind. None of the three had ever sung as a group previously. The third-tie winner is a student at the University of Dayton who does impressions. Three of the four accepted contracts with WLW and appear regularly on the station's radio network and television channel.

Showmanship Winners In WLW Star Search

Ben Fuller	**Union City, Ind.**
Manager, Grand Theatre	**$500**
Jim Richardson	**Ironton, Ohio**
Manager, Ro-Ma Theatre	**$250**
Durwood Duty	**Marietta, Ohio**
Manager, Colony Theatre	**$100**
Vic Sicillia	**Muncie, Ind.**
Manager, Rivoli Theatre	**$50**
Roy Eshelman	**Crown Point, Ind.**
Manager, Palace Theatre	**$50**
Claire Jones	**Gary, Ind.**
Manager, Palace Theatre	**$50**
Nate Wise	**Cincinnati, Ohio**
Publicity, Albee Theatre	**$50**

The WLW executive staff which conceived and promoted the Star Search, left to right: Jack Keating, promotion manager and director of the search; Robert Dunville, president, Crosley Broadcasting Corp.; William Robinson, vice-president; and William Querner, coordinator of the Search between theatres and the station.

Ring Doorbells to Sell 'Cyrano' in L. A.

A substantial share of the boxoffice success being scored by Stanley Kramer's United Artists release, "Cyrano de Bergerac," in its current five-theatre popular-price engagement in Los Angeles is attributed to a doorbell-ringing campaign initiated by Kramer's exploitation-publicity chief, George Glass, in two communities during the film's opening days.

Four college girls were employed to bring the "Cyrano" message to householders in the Wilshire district, where the Jose Ferrer starrer is playing at the Fox Wilshire, and in the Westchester section, where the film is current at the Loyola. The personalized pitch, plus distribution of numbered chances on free passes, upped the "Cyrano" takes at the two showcases by a healthy margin, Kramer spokesmen said.

Bridal Gown Promotion Available for 'Groom'

Forty of the nation's leading department stores have already tied in to the Paramount-Belle Brides promotion on "Here Comes The Groom."

The manufacturer, one of the leading creators of bridal gowns, has done adaptation of the Edith Head-designed gown worn by Jane Wyman in the new Crosby film.

Stores are committed to windows and day and date ads with the picture's release in each situation. The tie-in is open to any situation, no matter what the size. For names of participating stores, or for consummating the tie-in in any situation not already covered, the exhibitor should contact Mr. Bernard Young, promotion director, Belle Brides, 449 Seventh Ave., New York City.

65% of all movie-goers

LIFE
JANET LEIGH
A MARRIAGE
AND A NEW CAREER
20 CENTS
JUNE 25, 1951
CIRCULATION OVER
5,200,000

Across the nation, in city after city, large and small, more people read LIFE than read any other magazine.

Each issue of LIFE is read by 23,950,000 people—and this audience grows, in the course of 13 issues, to include 62,600,000 different Americans.

These people read LIFE as they read no other magazine. For LIFE—and only LIFE—brings them such graphic picture-and-word reporting of all events.

As a result, LIFE affects the way *millions* think and act, live and enjoy life. LIFE's audience includes 65% of all movie-goers. That's why when a movie is advertised in LIFE or reviewed in LIFE, exhibitors in every local situation feel its impact.

That's why, too, the motion picture industry invests more dollars-for-selling in LIFE than in any other magazine.

Only LIFE movie advertising has such impact on box office in every local situation . . .

IN HARTFORD . . .

At Loew's Poli Palace, Ass't ➡ Mgr. Lee Feigin says: "When we show a picture that has appeared in LIFE, we very often use blow-ups of the story in our lobby. For example, we tied in with *Go For Broke* which played our theater with tremendous success for two weeks."

⬅ **At the Strand Theater,** Manager James McCarthy says: "LIFE does an excellent pre-selling job for many of our films. We use LIFE blow-ups of 'Pictures of the Week' frequently in our front theater display." In the metropolitan area of Hartford, 85 out of every 100 people read LIFE.

GO FOR BROKE!
VAN JOHNSON
REGIMENTAL COMBAT TEAM

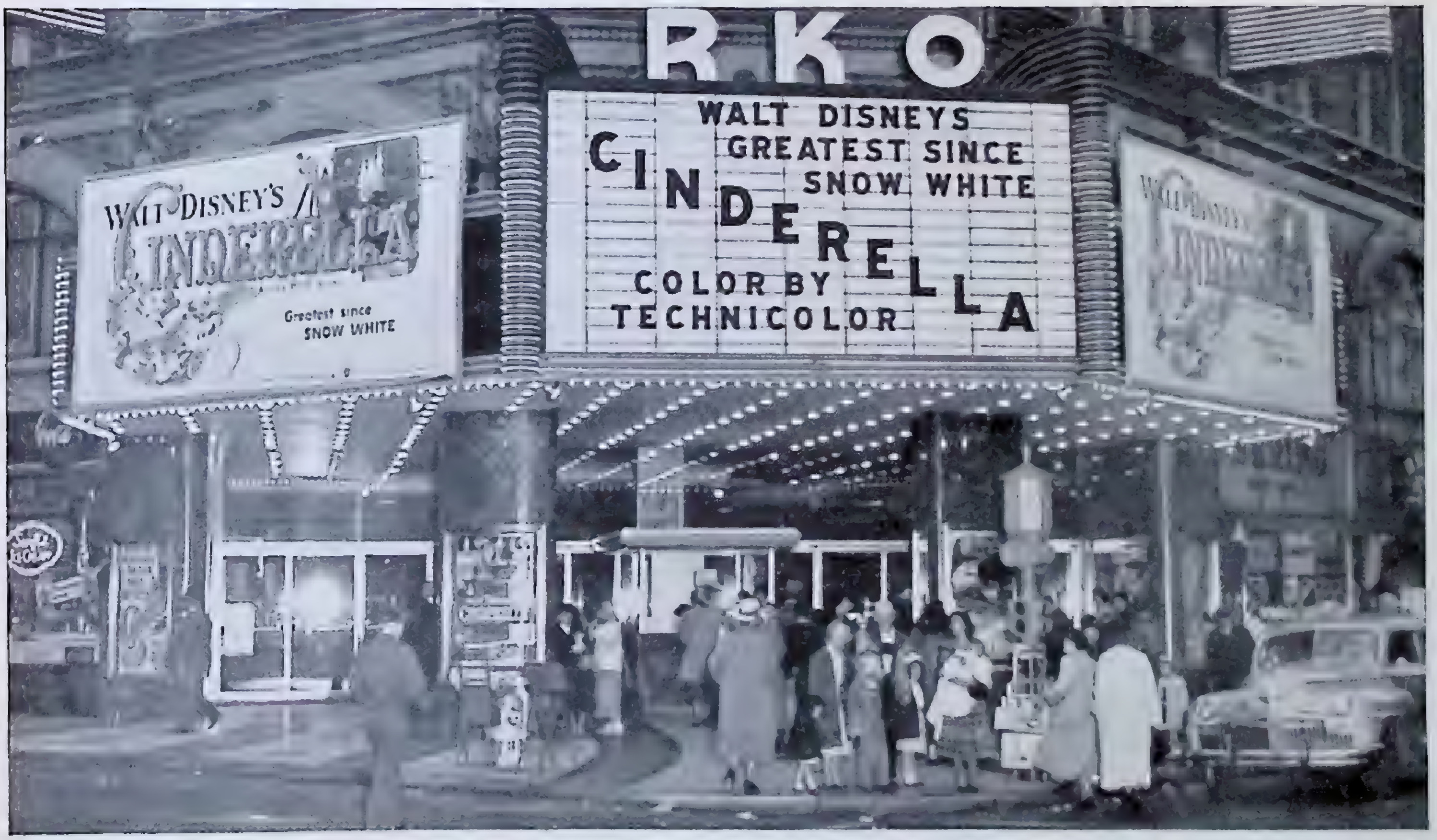
are LIFE readers

IN PITTSBURGH . . .

At the Art Cinema, Owner Gabriel ➡ Rubin says: "In the past year, I have used LIFE tie-ins fifteen or twenty times as a regular part of my film promotion. One LIFE 'Picture of the Week'—*Bitter Rice*—just finished a highly successful seventeen-week run at one of my theaters." In the Pittsburgh metropolitan area, 998,130 people are readers of LIFE

⬅ **Movie Theater Operator** Mr. John Harris: "LIFE's 'Picture of the Week' is a great aid to theaters because people believe LIFE and its recommendation means a 'must see.'"

IN SAN FRANCISCO . . .


RKO
WALT DISNEYS
GREATEST SINCE
SNOW WHITE
CINDERELLA
COLOR BY
TECHNICOLOR
WALT DISNEY'S
CINDERELLA
Greatest since
SNOW WHITE

At the RKO Golden Gate Theater, Manager Mark Alling says: "We make good use of LIFE in newspaper advertising tie-ins, in lobby displays, and even in tie-ins at newsstands and on newstrucks. We figure LIFE as a terrific medium and we'd like to see our picture in LIFE every week. Our LIFE tie-in with *Cinderella* was an outstanding success. The picture played three weeks—longer than any other picture we've showed." 1,168,020 San Franciscans read LIFE.

CAMPAIGN PREVIEW

20th-Fox Lines Up Its Greatest Campaign For 'David and Bathsheba'

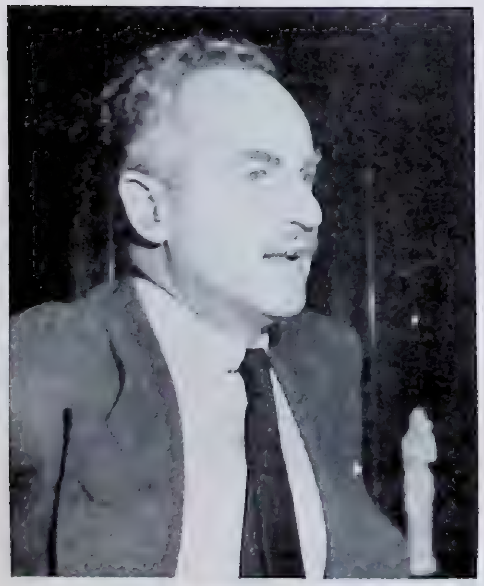
The publicity campaign for "David and Bathsheba" is the largest in the history of 20th Century-Fox. An estimated 310,000,000 readership impressions have been set through national magazines alone! Multiple page layouts have already been scheduled in the following top circulation magazines and national Sunday supplements: Life, Look, Collier's, This Week, American Weekly, Parade, American Magazine, Esquire, Coronet, Quick, Redbook, Seventeen, Vogue, Good Housekeeping, Parents', Cue, Compact, Open Road and the United Israel Bulletin. In addition, the Technicolor production will be given top space in the national fan magazines.

Extensive Color Use

Most layouts will use color photographs on a wide variety of special aspects of the ambitious production. Throughout the months of August and September, Fox figures that the average American will read about "David and Bathsheba" no less than 11 different times!

While the list of national magazine breaks on "David and Bathsheba" is impressive, the publicity campaign for the film in newspapers throughout the country is more unusual, encompassing scores of columns of space in news, sports and movie sections of top circulation papers in all key cities. Much of this publicity has resulted or is resulting from the three nationwide tours for the film being made by Walter "Goliath" Talun, Carol "Bathsheba" Woods and Francis X. Bushman.

Enough space to fill two ordinary tabloid newspapers has already been garnered for Goliath. Before the modern Philistine finishes his junket, he will have toured 69 major population centers serviced by 223 leading newspapers, with the average paper giving multiple breaks to the colorful giant. Analysis of clippings show that 60 per cent of the Goliath breaks have appeared in the news sections of the papers, 28 per cent on the movie pages and 12 per cent in the sports sections, with fully 18 *per cent of the total space on the giant appearing on front pages.*



Darryl Zanuck
"*. . . Supreme Achievement*"

Another publicity reaper has been Carol Woods, beautiful descendant of David and Bathsheba, who is informing newspaper editors and feature writers of little known intimacies about her famous ancestors in key cities from coast to coast. In addition to garnering space on "David and Bathsheba" in close to 100 newspapers, Bathsheba is planting special stories and art with the papers she visits for use in connection with the opening of the film in each situation.

Francis X. Bushman Tours

A third source of newspaper publicity has been Francis X. Bushman, ex-silent screen idol, who is being interviewed for feature layouts by reporters representing more than 75 top circulation newspapers.

In addition to the extra newspaper publicity for "David and Bathsheba" resulting from the three nation-wide tours, the film will also benefit from a tieup with the General Features Syndicate, in which the syndicate will furnish approximately 200 leading newspapers with a six-day series of pictures from the film, using 42 stills in all.

The total newspaper publicity for "David and Bathsheba," encompassing the three tours, the General Features Syndicate and an intensive campaign to hit all Sunday supplements will rack up more than 500 million impressions, a really comprehensive publicity achievement.

Supplementing the national magazine and newspaper publicity campaigns is an equally impressive one of TV and radio plugs for "David and Bathsheba." More than 350 appearances on top national and local TV and radio shows will result from the three tours alone, while additional efforts using stars from the film and "David and Bathsheba" Paris fashions are hitting coast-to-coast hook-ups.

Highlighting the radio campaign will be a 90-minute salute to the film on the open-

(Continued on page 18)

Campaign Tools For Exhibitors

Accessories: Available will be a 40x60 22x28 window card, and a selection of 20x60 window panels and special cut-out counter card with easel for in-store displays. In most instances, paper and posters will be supplied free by 20th-Fox through National Screen, but deal for accessories should be made through Fox exchanges before ordering from NSS.

Book: New novel, "David and Bathsheba," by Ibn-Zehav, will be out in October (Crown Publishers). Publisher is supplying dealers with cards and posters.

Brochures: 20th-Fox is mailing free to all who ask, copy of a four-color, four-page brochure, 10⅜x14½, which can be used as effective lobby display piece, using cover and center spread. Obtainable at: David and Bathsheba, P.O. Box 292, Dept. TR, Church St. Station, New York.

Co-op Advertising: For this picture, company will extend its co-op advertising program, but will decide extent as picture is booked. Generally, however, will be limited to key runs and some moveovers.

Heralds: An 11x17 colorgravure herald is available, and same deal can be made here as for other paper. Herald has ample space on cover for local theatre imprint.

Merchandise tie-ins: Local promotions are available through national tie-ins with Eagle clothing, Goodall fabrics, Auto-Lite spark plugs. Details are given in the National Pre-Selling Guide this issue.

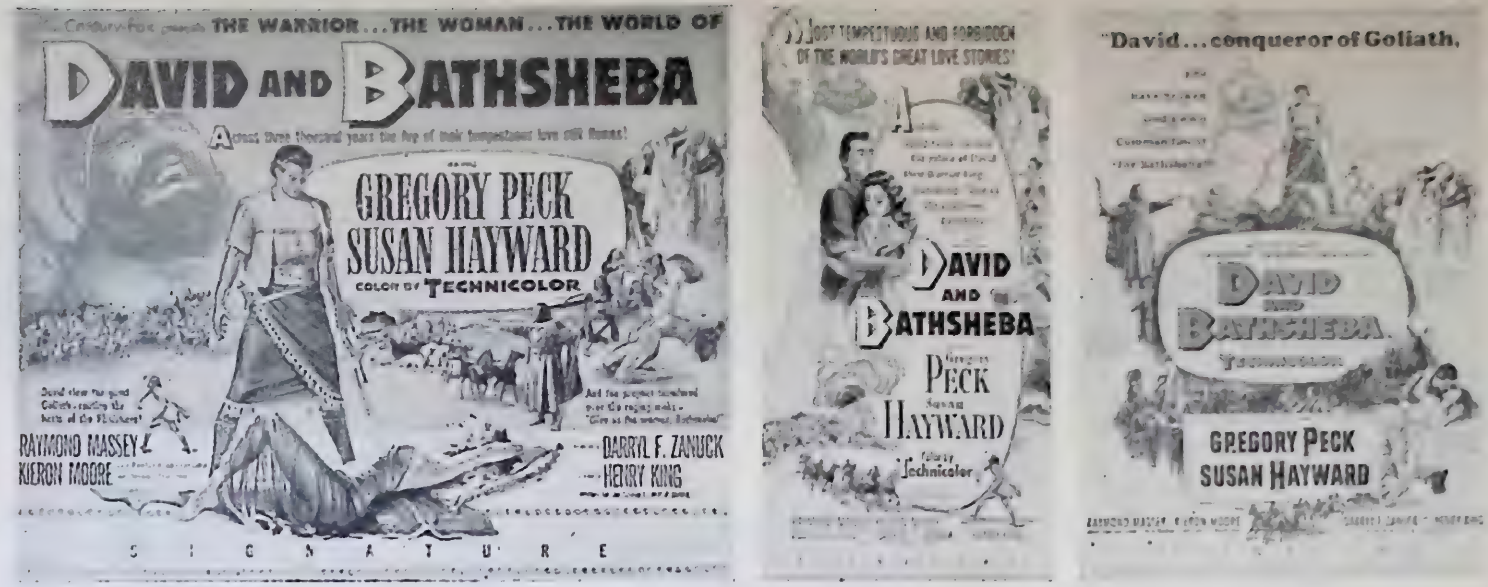
Music: *Song,* "David and Bathsheba" hitting market late August to allow for music store tie-ups. Recordings available: Gordon Jenkins orchestra, Decca; Billy Williams, MGM; also Capitol, Columbia, Victor recordings.

Newspapers: General Features syndicate is sending a matted six-day series of stills and copy to about 200 newspapers. smaller communities. It may be obtained from the 20th-Fox exploitation department.

Posting: Hope to reach 25,000 boards during campaign. In key situations, Fox will supply both paper and cost of boards; in others will make co-op deal; in most situations will make paper available free.

School, civic club aids: 60-frame Technicolor film strip made available at no cost to public and religious schools; through visual education directors in schools, and American Bible Society to Sunday schools. Strip also available for women's and civic organizations.

Trailers: A Technicolor advance trailer, "Once in 3,000 Years," is available for advance audience penetration. Runs one minute. Has Zanuck, Gregory Peck, Susan Hayward, Henry King, goes behind scenes of making picture.


THE WARRIOR...THE WOMAN...THE WORLD OF
DAVID AND BATHSHEBA
GREGORY PECK
SUSAN HAYWARD
COLOR BY TECHNICOLOR
RAYMOND MASSEY
KIERON MOORE
DARRYL F. ZANUCK
HENRY KING
SIGNATURE
MOST TEMPESTUOUS AND FORBIDDEN OF THE WORLD'S GREAT LOVE STORIES!
DAVID AND BATHSHEBA
PECK
HAYWARD
Technicolor
"David...conqueror of Goliath,
DAVID AND BATHSHEBA
GREGORY PECK
SUSAN HAYWARD

TYPES OF ADVERTISING COPY TO BE AVAILABLE FOR COOPERATIVE DEALS

Merchandise Tie-Ups Linked With Accessories; Exploitation Includes Schools, Civic Groups

Diverse elements of the selling campaign for "David and Bathsheba" offer various promotion and exploitation outlets for the exhibitor, as well as numerous tools for advance and current in-theatre utilization.

Two of the commercial tieups contain good local tie-in material. Eagle Clothes, using the Gregory Peck endorsement, is backing its national advertising campaign with ad mats and bulletins urging theatre tie-ins to its more than 1,000 local dealers. In some instances, these dealers are exclusive men's shops; in others, they are department stores. Window displays and ads will receive attention if pushed by the exhibitor on the basis of spearheading men's clothing advertising for the fall season, using Peck as the attention-getter. A check with one or two stores will bring the name of the local merchant to the exhibitor.

Goodall Fabrics has been plugging its Bathsheba-Biblical drapery designs via its sales force and direct bulletins to stores. Since Goodall is represented in practically every situation with a department store, the coverage is complete. The fall is a busy drapery season, with most stores alloting window and ad space to drapery fabrics. Newspaper home furnishings and fashion editors have been covered with releases and art on the tie-in, and should be checked prior to playdate. Material is available from Goodall Fabrics, New York City.

A title song has been published and recordings have been waxed by top artists of different companies, including MGM and Decca. Song cover sheets are available; for record tie-ins, check local distributors and dealers.

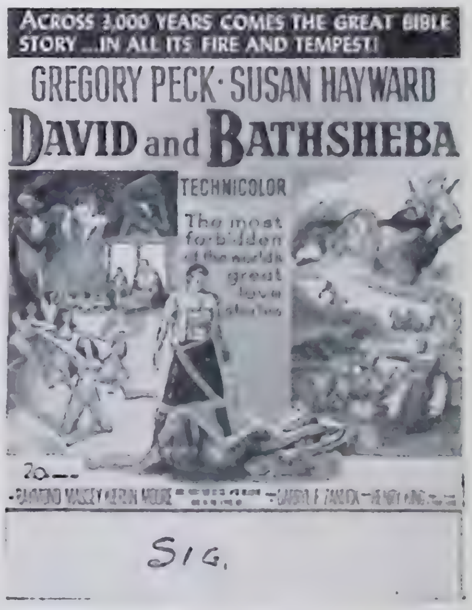
A novel by the same title will be ready for release in early October, will be distributed via bookstores and book departments of department stores, offering additional tieups.

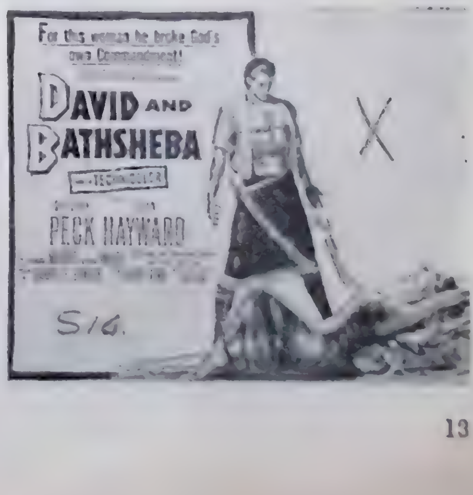
Civic and women's organizations and the nation's educational system have been accounted for in two fashions: an MPAA community relations department booklet to superintendents and principals of high schools; public libraries; presidents of motion picture councils; motion picture chairmen of the 12 national women's organizations; National Council of Church Women. One thousand prints of a color film strip, consisting of 58 frames in color with accompanying text, has been divided evenly, with the American Bible Society making the distribution to Sunday Schools, and 500 prints going to visual education directors for public schools.

Both these tie-ins work automatically on the national level; local follow-through can be had merely by checking the listed outlets to see that they are supplied; if not, request the material from the Fox exploitation department (film strips, for instance, can be re-routed for later playdates) and from the MPAA's community relations department, which is located at 28 West 44th St., New York 18, N. Y.

Use of posting and display accessories for the film is being pushed jointly by Fox and National Screen. In most instances, Fox will supply paper and posters free through NSS. The same deal goes for a four-color 11x17 herald and cut-out, easel counter card. Available paper includes 24, six, three and one-sheets. Posters include a 40x60, a special 22x28 window card and 20x60 door panels. In key situations, Fox is purchasing boards. Deal for accessories without charge should be made with local Fox exchange, before ordering from National Screen.

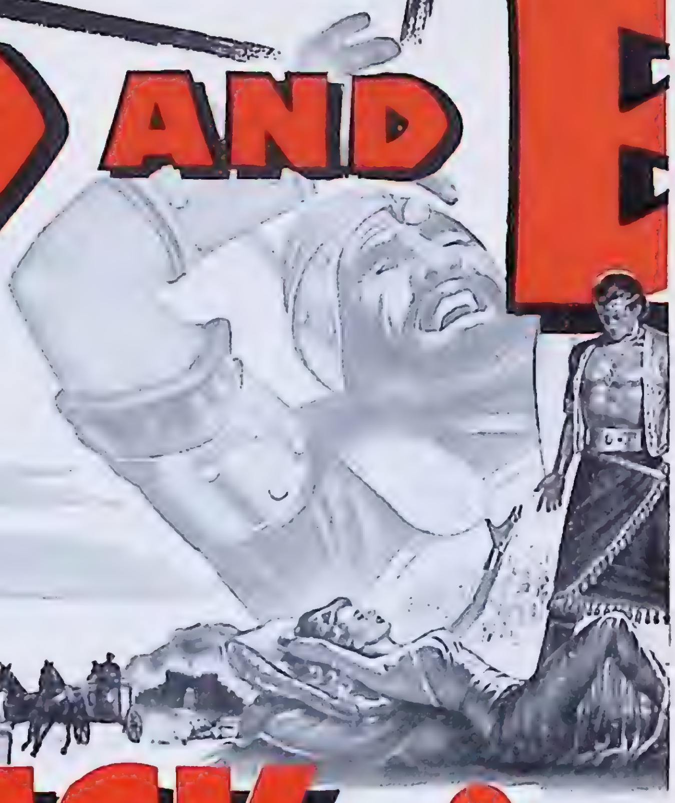
SPECIAL emphasis on accessories has been given the D&B campaign—heralds, cutout counter cards, window posters, door panels are all available. Much of this paper will be available without cost. Shown here are reproductions of the herald cover (top) and the cutout counter card for in-store tie-ups between exhibitors and merchants. Both have space for theatre name and playdates. Fox hopes to use every available billboard in the country.


ACROSS 3,000 YEARS COMES THE GREAT BIBLE STORY ...IN ALL ITS FIRE AND TEMPEST!
GREGORY PECK · SUSAN HAYWARD
DAVID and BATHSHEBA
TECHNICOLOR
The most forbidden of the world's great love stories
RAYMOND MASSEY · KIERON MOORE
DARRYL F. ZANUCK · HENRY KING
SIG.


For this woman he broke God's own Commandment!
DAVID AND BATHSHEBA
TECHNICOLOR
PECK HAYWARD
X
SIG.

The Greatest Picture
in 20th CENTURY-FOX *History!*

DAVID AND B



starring

GREGORY PECK · SUSA

with
RAYMOND MASSEY · KIERON MOORE and a cast of many thousands

Written for the Screen

Backed by the Grea

BATHSHEBA

TECHNICOLOR

N HAYWARD

Produced by DARRYL F. ZANUCK Directed by HENRY KING

by PHILIP DUNNE

test Campaign in 20th CENTURY-FOX History!

Many Great Dramatic Episodes to Help Sell the Picture

Exhibitors will have some of the greatest dramatic moments in Biblical history to exploit as selling points for "David and Bathsheba." For, in addition to the basic romantic story of the love of King David and Bathsheba, Producer Darryl Zanuck has packed the picture full of such episodes as the savage storming of the walls of Rabbah by King David's army; the emotion-filled moment when the Israelites prostrate themselves before the sacred Ark of the Covenant as it arrives at the gates of Jerusalem; the slaying of the giant, Goliath, by the shepherd boy David as King Saul's army stands in readiness—and the famous scene in which Bathsheba, the charmer, bathes in view of the royal palace and, thereby, begins the romance which is the basis of the story.

To produce the picture, Israel was moved to Arizona. The walls, towers and palaces which made Jerusalem a Biblical wonder were rebuilt on the sun-baked slopes near Nogales. Here, under the direction of Henry King and the guidance of Chester C. McGowan, internationally known authority on Biblical history and archaeology, craftsmen and technicians erected the walls and gates of Jerusalem, the walls of besieged Rabbah, the King's palace, the Tabernacle, and tent encampments of the warring factions.

All of these scenes and episodes are reproduced via posters, display cards, heralds, in special newspaper pictorial features, window panels and in a great variety of stills to give theatremen the greatest possible variety of materials with which to reach the public with the story of the picture's magnitude.

In creating these huge mass scenes, Director King and his associates used walkie-talkie apparatus to facilitate action. Engineers extended the usual one-mile broadcast radius of this equipment to as much as nine miles from the cameras.

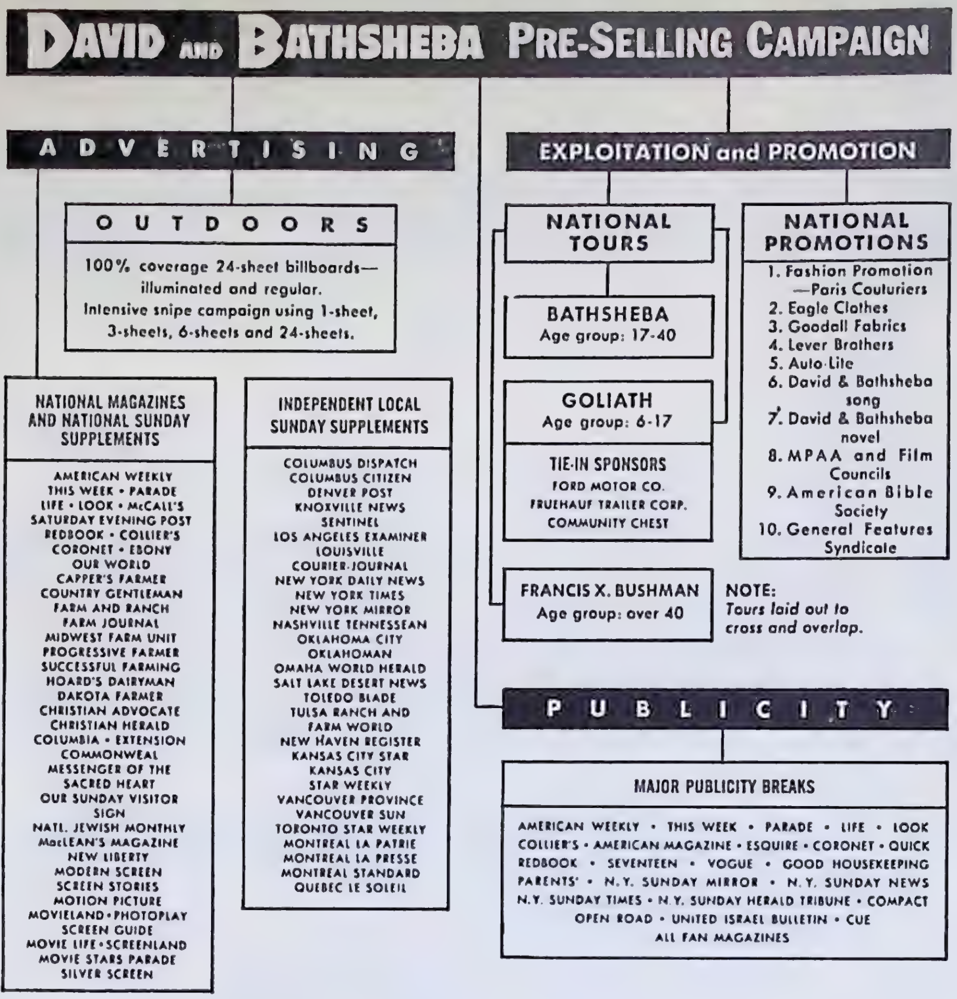
Because nature's rain couldn't be controlled—and Arizona as it is suffering from drouth—crews hauled 10,000 gallons of water across the desert to stage the miraculous rain scene. Crews also laid down 25,000 feet of track over which cameras were moved for panoramic scenes and unbroken action shots.

Not all of the picture was filmed in Arizona. As many as eight sound stages and large portions of the back lot at the Hollywood studios were utilized to recreate the main court of David's palace, the bathing scene, and those sequences which did not require the use of masses. For the main court setting alone, technicians put up eight 30-foot columns, six feet in diameter, used 25,000 square feet of plastic flooring, 45,000 square feet of simulated rock walls and six double doors 2 feet high carved of wood.

It is on this magnitude that Zanuck and King conceived the entire story.

For Zanuck, who has twice received the Irving Thalberg award, "David and Bathsheba" is considered his supreme achievement.

The production staff for the film included the Academy award-winning cinematographer Leon Shamroy; Lyle Wheeler and George Davis, art director; Thomas Little and Paul Fox, set decorators; Charles LeMaire and Edward Stevenson, wardrobe director and designer, respectively. Alfred Newman composed dramatic music appropriate to the period. Ben Nye was makeup artist; Fred Sersen was in charge of special photographic effects and sound was recorded by E. C. Ward and Roger Heman.



DAVID AND BATHSHEBA PRE-SELLING CAMPAIGN

ADVERTISING

OUTDOORS

100% coverage 24-sheet billboards—illuminated and regular.
Intensive snipe campaign using 1-sheet, 3-sheets, 6-sheets and 24-sheets.

NATIONAL MAGAZINES AND NATIONAL SUNDAY SUPPLEMENTS

AMERICAN WEEKLY
THIS WEEK • PARADE
LIFE • LOOK • McCALL'S
SATURDAY EVENING POST
REDBOOK • COLLIER'S
CORONET • EBONY
OUR WORLD
CAPPER'S FARMER
COUNTRY GENTLEMAN
FARM AND RANCH
FARM JOURNAL
MIDWEST FARM UNIT
PROGRESSIVE FARMER
SUCCESSFUL FARMING
HOARD'S DAIRYMAN
DAKOTA FARMER
CHRISTIAN ADVOCATE
CHRISTIAN HERALD
COLUMBIA • EXTENSION
COMMONWEAL
MESSENGER OF THE SACRED HEART
OUR SUNDAY VISITOR
SIGN
NATL. JEWISH MONTHLY
MacLEAN'S MAGAZINE
NEW LIBERTY
MODERN SCREEN
SCREEN STORIES
MOTION PICTURE
MOVIELAND • PHOTOPLAY
SCREEN GUIDE
MOVIE LIFE • SCREENLAND
MOVIE STARS PARADE
SILVER SCREEN

INDEPENDENT LOCAL SUNDAY SUPPLEMENTS

COLUMBUS DISPATCH
COLUMBUS CITIZEN
DENVER POST
KNOXVILLE NEWS SENTINEL
LOS ANGELES EXAMINER
LOUISVILLE COURIER-JOURNAL
NEW YORK DAILY NEWS
NEW YORK TIMES
NEW YORK MIRROR
NASHVILLE TENNESSEAN
OKLAHOMA CITY OKLAHOMAN
OMAHA WORLD HERALD
SALT LAKE DESERT NEWS
TOLEDO BLADE
TULSA RANCH AND FARM WORLD
NEW HAVEN REGISTER
KANSAS CITY STAR
KANSAS CITY STAR WEEKLY
VANCOUVER PROVINCE
VANCOUVER SUN
TORONTO STAR WEEKLY
MONTREAL LA PATRIE
MONTREAL LA PRESSE
MONTREAL STANDARD
QUEBEC LE SOLEIL

EXPLOITATION and PROMOTION

NATIONAL TOURS

BATHSHEBA
Age group: 17-40

GOLIATH
Age group: 6-17

TIE-IN SPONSORS
FORD MOTOR CO.
FRUEHAUF TRAILER CORP.
COMMUNITY CHEST

FRANCIS X. BUSHMAN
Age group: over 40

NOTE:
Tours laid out to cross and overlap.

NATIONAL PROMOTIONS

1. Fashion Promotion —Paris Couturiers
2. Eagle Clothes
3. Goodall Fabrics
4. Lever Brothers
5. Auto-Lite
6. David & Bathsheba song
7. David & Bathsheba novel
8. MPAA and Film Councils
9. American Bible Society
10. General Features Syndicate

PUBLICITY

MAJOR PUBLICITY BREAKS

AMERICAN WEEKLY • THIS WEEK • PARADE • LIFE • LOOK
COLLIER'S • AMERICAN MAGAZINE • ESQUIRE • CORONET • QUICK
REDBOOK • SEVENTEEN • VOGUE • GOOD HOUSEKEEPING
PARENTS' • N.Y. SUNDAY MIRROR • N.Y. SUNDAY NEWS
N.Y. SUNDAY TIMES • N.Y. SUNDAY HERALD TRIBUNE • COMPACT
OPEN ROAD • UNITED ISRAEL BULLETIN • CUE
ALL FAN MAGAZINES

Through the extensive pre-selling campaign outlined in the above chart, 20th Century-Fox hopes to penetrate virtually every geographic, economic, social and religious segment of the country. Through its advertising campaign, it anticipates 1,118,263,000 *impressions—via national magazines, Sunday supplements, and outdoor posting. Estimated impressions through publicity and exploitation has been set at* 950,000,000*—by way of major national publicity breaks, other media breaks, and three national tours, including the Francis X. Bushman personals and the Goliath trailer visits.*

LEFT: One of the highly merchandisable sequences in the picture is the historic battle between David and Goliath as the army of King Saul, stands in readiness.

Ad Campaign Going Into 150 Publications for Maximum Penetration

The national magazine advertising campaign for "David and Bathsheba" is scientifically designed, both in terms of content and "media pattern." As the result of research into shifting reading habits and population movements, a new type of scheduling was developed which would achieve two major objectives: (1.) penetration in depth; (2.) penetration in area.

There are five national advertisements, each employing the basic thematic art, the love story, the spectacle and the battle between David and Goliath. Fox estimates that these five ads will have been seen by over one billion readers before the campaign is completed.

Major Magazines First

The first publication group is the major national magazines, including Life, Look, Saturday Evening Post, McCall's, Redbook and Collier's.

The second group includes the major Sunday newspaper supplements. This buy was made to secure maximum point-of-sale impact and includes the American Weekly, This Week, Parade and Pictorial Review. In addition, 25 independent supplements were also selected in those papers which had large regional readership.

Because of the biblical background of "David and Bathsheba" 20th Century-Fox placed advertisements in every religious publication, as well as in every farm newspaper and magazine, in the belief that this ordinarily neglected audience would be a rich potential source of patrons. Special ads were prepared for both the farm and religious papers, designed especially for this readership.

Another first for "David and Bathsheba" is the thorough coverage of the Canadian market. This includes insertions in the two major Canadian magazines, Maclean's and New Liberty, as well as seven Canadian newspaper supplements, both English language and French Canadian.

Reach Negro Population

The 13 million Negro population has been reached through the two major Negro magazines, Ebony and Our World, as well as the most influential of the Negro papers, such as the Pittsburgh Courier.

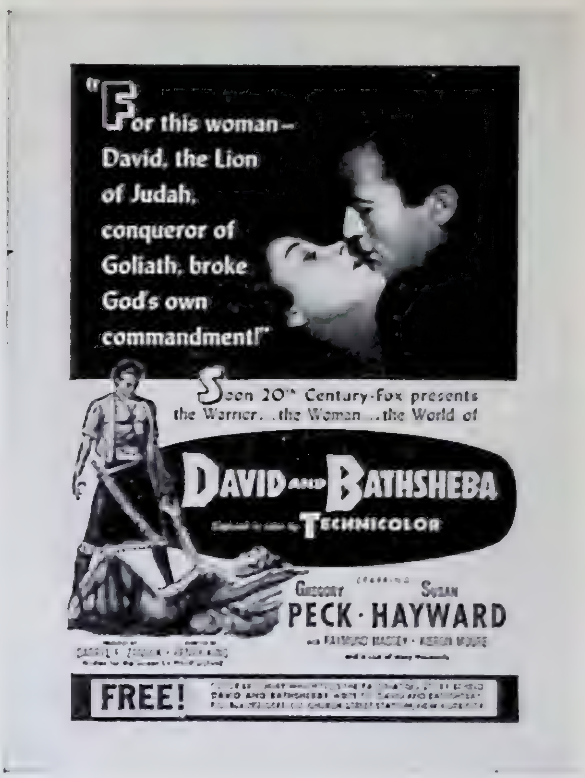
Owing to the Old Testament source of the picture, the Jewish population has also received special attention. Every Jewish publication in the country will carry the advertising campaign.

All the fan magazines are also included in the national advertising campaign.

In timing the insertions of the national advertising campaign, Fox bore in mind the desire of exhibitors to have national advertising break as close to release date as possible. This requirement was met in a simple but effective manner. Through multiple insertions in each publication,

(Continued on page 19)

as Bathsheba swayed David
so Coronet *moves*
the American family to action!



"For this woman—
David, the Lion
of Judah,
conqueror of
Goliath, broke
God's own
commandment!"

Soon 20th Century-Fox presents
the Warrior. ..the Woman ..the World of

DAVID AND BATHSHEBA

TECHNICOLOR

GREGORY PECK · SUSAN HAYWARD

FREE!

20 million
people will read
the September
and October
Coronet

The only magazine scheduled for two full pages!

The only magazine that stays in the home 5 months,
selling second as well as first runs!

The magazine that is all-embracing . . .
beloved by Mom, Pop and the kids.

For pictures the whole family should see—it's CORONET!—
the trusted friend of the American family.

FARM & RANCH-SOUTHERN AGRICULTURIST

with 1,290,000 circulation carries the "David and Bathsheba" announcement campaign to more Southern rural families than any other magazine.

Farm & Ranch Publishing Co.
122 East 42nd Street
New York 17, New York
D. C. Pasley, Manager

Publicity Coverage

(Continued from page 12)

ing fall broadcast of Tallulah Bankhead's "Big Show" over NBC. Appearing on the program will be Darryl F. Zanuck, Gregory Peck, Susan Hayward and Alfred Newman, who will conduct excerpts from his score for the Biblical epic.

Last but not least, "David and Bathsheba" will gain fame through the popularity of a new song, "David and Bathsheba," by Gordon Jenkins, Allen Roberts and Robert Allen. Recorded by such popular artists as Frankie Laine, Phil Harris, Gordon Jenkins and the Weavers, the Billy Williams Quartet and Les Paul and Mary Ford, the new tune will be released by all the major record companies, including MGM, Decca, Columbia and Capitol.

With the song "David and Bathsheba" saturating the airwaves at the same time that layouts on the Technicolor epic are monopolizing movie sections in the major national magazines; with newspaper space and TV and radio time devoted to Goliath, Bathsheba and Francis X. Bushman in every major population center in the United States; and with additional publicity resulting from the General Features Syndicate tie-up and "The Big Show," the publicity campaign for "David and Bathsheba" is in favorable proportion to the epic status of the production itself.

Posting Campaign Calls for Use Of Every Available Board

Outdoor billboard and posting for "David and Bathsheba" will surpass any Fox campaign.

Goal of the billboard campaign is 100 per cent coverage of all available 24-sheet boards, illuminated and regular, throughout the nation, with the company covering each situation to aid exhibitors in reaching that mark.

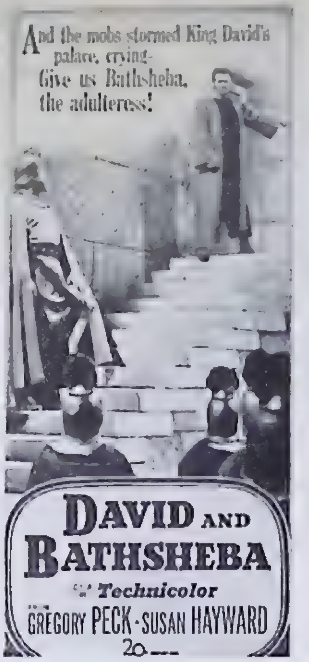
Illustrative of the saturation billboard program is the one for Greater New York, where 1,500 general outdoor panels are under contract for 24 sheets in the metropolitan area, including parts of New Jersey, Long Island, Westchester and Connecticut.

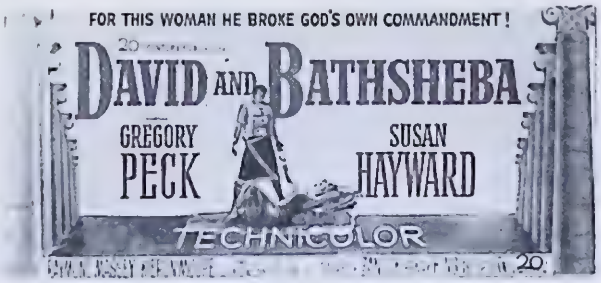
In addition, a snipe campaign using 1-sheets, 3-sheets, 6-sheets and 24-sheets will plant the film on every posting availability from coast to coast. Fox fieldmen will work with exhibitors to place 25,000 sheets, 6,000 more than used by Ringling Bros.-Barnum and Bailey in their annual campaigns. The sheets will be supplied exhibitors free as part of the company's "greater showmanship" campaign.

Supplementing the billboard and snipe campaigns is a series of novelty accessories prepared in conjunction with National Screen Service. Novelties, which are being offered at below manufacturer's cost for greater campaign impetus, will help exhibitors stress to patrons the importance of the film.

Included among the accessories are a special array of six 20x60 door panels (at right) for increased lobby promotion. Each of the panels shows a colorful highlight scene from the film.

Also available are: a roto herald for planting in newspaper rotogravure sections and a special cut-out counter card with easel for in-store displays with cooperating merchants.


And the mobs stormed King David's palace, crying-
Give us Bathsheba, the adulteress!
DAVID AND BATHSHEBA
in Technicolor
GREGORY PECK · SUSAN HAYWARD
20



20th Century-Fox is lining up a giant audience

for DAVID AND BATHSHEBA

Redbook's movie-going

REDBOOK plays a major role in the 20th Century-Fox *"billion-reader"* advertising campaign for "David and Bathsheba" because the same interests that make 2 million Young Adults avid readers of REDBOOK, also make them enthusiastic *movie-goers.*

These 18 to 35'ers are alert, imaginative, receptive to new ideas . . . deeply interested in other people's hopes and aspirations . . . "thirsty" for knowledge, entertainment, inspiration. They like a good story, well told, in a magazine or on the screen. That's why more and more of them read REDBOOK every month . . . that's why they're ever-loyal movie fans.

REDBOOK's coverage of the motion picture industry—in articles, monthly reviews, annual awards—keeps them movie-conscious . . . keeps them coming to your box office.

A great movie deserves a great audience. 20th Century-Fox is reaching that audience—the *movie-going* millions who read REDBOOK every month!

1 2 4 6 8 10 12 14 16 • • • • from 18 to 35 • • • • 37 39 41 43 45 47 49 51 53 55 57 59 61 63 65 67 69 71 73 75 77 79 ? ? ?

Young Adults

THE VITAL MARKET FOR MOTION PICTURES

Copyright 1951, Redbook Magazine

IDEAL

IS

PART

OF

THE

BIG

MAGAZINE

CAMPAIGN

ON

DAVID

AND

BATH-

SHEBA!

Three out of four moviegoers in the average audience at any time are under 35 years of age.

That's one of the reasons why Movie Life and Movie Stars Parade Magazines, whose readers are under 35 years, has been chosen by 20th Century-Fox to help increase your boxoffice sales.

Get behind this ad campaign and tie in at your end for greater boxoffice profits with "David and Bathsheba" as featured in the Ideal Movie Group.

1,500,000 Readers who are Movie-Minded Fans.

Movie Stars Parade

IDEAL MOVIE GROUP
295 Madison Ave.,
New York City, N. Y.

PARIS DATELINE: Famous Couturiers Join in Special 'D & B' Fashion Tie-In

In what is believed to be a first for motion picture tie-ups, the kingpins of the Chambre Syndicale de la Couture—Schiaparelli, Jacques Griffe, Mad Carpentier, fashion bywords to the discriminating woman—are using a single source of inspiration from which to draw for their fall designs.

The source is "David and Bathsheba" and these couturiers are participating in a special promotion with 20th-Fox which will send their smartest daytime suits and afternoon and evening dresses into the country's top stores this fall. The program was envisioned by Charles Einfeld, Fox advertising and publicity chief, as an entirely different working level in order to surround D&B with quality handling, with an accompanying merchandising program of prestige and power.

Fox knew that readership surveys showed that ten of the most-read features in metropolitan Sunday papers are the large department store ads for women. For example, more women read the Lord & Taylor ads in the Sunday New York Times than anything else in the paper. Thus, the reasoning went, if that ad can be made to headline the name "David and Bathsheba" in association with a high-price adaptation of a Paris creation, it could provide terrific customer impact at the local level.

This successful tie was made by Stirling Silliphant, Fox publicity manager, who began a series of meetings, contacts, and maneuvers several months ago in his effort to persuade the famous designers to participate. On July 26, when the Paris season opened and buyers and fashion writers came from all part of the world, they were introduced to the D&B styles. A complete briefing on the tie-up was given to the world press. One of the highlights was the use of Movietone News. Local buyers were photographed buying some of the creations and the footage which was taken was made available to them in 16mm for use on TV. Likewise the regular 35mm sequences will be tied into Movietone News as authentic fashion news for women.

MAGAZINES

(Continued from page 17)

there was a spread of approximately three months in each grouping. For those publications with major circulation in the metropolitan areas, this three months span covered July, August and September. For those publications with major circulation in smaller communities or rural areas, the ads will appear in August, September and October.

All in all, the "David and Bathsheba" national advertising campaign will have appeared in over 150 publications, blanketing every geographical area, every racial, religious and economic classification.

★ ★ ★ ★ ★ ★

OUR WORLD

magazine

Proudly Presents

AN "OSCAR"

To

20th Century Fox

For recognizing the value of the Negro market, and, through the medium of the Negro Press, trying to reach 15,000,000 potential moviegoers, by using this medium to advertise the non-racial and general interest film "David and Bathsheba."

★ ★ SEE IT IN ★ ★

OUR WORLD
25c
OLE SATCHMO
the common of jazz
fastest growing Negro magazine

TV AS A PROMOTION FORCE

Theatre Managers Would Like to Take the Plunge

But Cost, Time Slots Still Pose Some Problems

Survey findings from Fabian Theatre managers on their use of TV—both paid and promoted time—show a general nod in favor of the medium.

Managers and publicity men who have pursued it report that TV has a salutory boxoffice effect. Others who have not yet employed the medium indicate that they are ready to delve into it as soon as a few deterrent difficulties in their particular situations have been worked out.

The survey was conducted by Fabian's advertising and publicity director, Edgar Goth, at the behest of PROMOTION, and was directed specifically at managerial and publicity personnel, for it is these men who will be the final guide in determining local use of the medium.

Chain Active in TV

There was a purpose in selecting Fabian for the survey, for the chain has been among the most active in advocating large-screen theatre TV, and has succeeded with this project to some extent, notably in Albany, where a televised basketball game recently drew a full house (this was reported in BOXOFFICE). This TV-consciousness, together with the chain's makeup, made it an ideal subject for such a survey; Fabian has 50 theatres in New York, Pennsylvania and Virginia, from downtown first run de luxe situations to subsequent runs and drive-ins. Only those houses in TV cities or TV-reached towns, were queried, eight in all.

The queried and reply-received situations are: New York: Fabian Fox in Brooklyn; all Staten Island houses; Palace, Albany; Proctor's, Schenectady; Proctor's, Troy; Virginia houses included the Norva in Norfolk and the Colonial in Richmond; Pennsylvania had the Embassy in Johnstown, only Fabian TV city in the state.

Albany Costs Reasonable

Johnstown offers confirmatory facts. In 1950, for instance, the theatre used TV on two occasions, for "September Affair" and "Born Yesterday." Answering the question: "From what you have been able to tell, do TV spots generally help a picture?" Manager Dennis Sheperd quoted in the affirmative. He tested the viewership with a pass offer to the first 50 who called the theatre after seeing the NSS spot for "September Affair" and states that the results were "terrific." Both TV purchases were co-op deals with the distributor.

Formula for TV Promotion

This is how Earle Westbrooke, city manager of Fabian Theatres in Norfolk, Va., has formulated his promotions for the city's TV stations:

1. *Study the station's local origin programming.*
2. *Study every facet—story, stars, etc., of the product.*
3. *From the first two, determine what types of material could logically be used by local shows.*
4. *Acquaint yourself with local show producers, directors, sponsors, emcees, commentators, moderators, etc.*
5. *Offer your suggestions as an aid to these people's programming problems.*
6. *Make certain your material is absolutely pertinent and adaptable to the particular show.*
7. *Don't attempt it too often.*

Albany calls the costs of spots reasonable. Here, in a comparably larger situation, the station has four different rates: $35 per minute during the day before five and in the evening after 11 o'clock. The rate jumps to $52.50 between five and six, and goes to $70 between six and 11. Manager Alec Sayles also points out that there is just one station in Albany, and that its schedule is crowded now with other national and local advertisers, but that frequently good time slots can be worked in with the aid of the station's sales promotion force, which is naturally interested in theatre business. Twelve 20-second spots were purchased on a co-op deal with RKO for "The Thing" just prior to its opening; the picture did well.

Earle Westbrooke, Fabian city manager in Norfolk, reports approximately 45,000 TV sets in an area population of 280,000; he has concentrated almost solely on promoting free time, and has been successful enough at it to be at least partially responsible for a bulletin on promoting TV and radio time which went out to all Fabian managers in May.

Westbrooke has promoted time for the Norva Theatre by (1) studying the station's local origin programs and from that study determining the type of material which might be welcome on these shows; (2) contacting program sponsors—stores, manufacturers, etc.; (3) working with shows' producers, commentators, emcees, disk jockeys, and moderators of the popular quiz and panel-type programs. On the latter, he suggests subject matter derived from and built around forthcoming product. On others, he may participate by offering passes for viewers. On a program called "Disk Doodle," which does rapid drawings by means of concealed disks and shows nothing but the drawings on screen, he has been quite successful in inserting motion picture subjects.

Working in this fashion, Westbrooke has promoted free time on the seven following productions: "The Lemon Drop Kid," "Lullaby of Broadway," "The Enforcer," "Halls of Montezuma," "West Point Story," "Let's Dance" and "Union Station."

Much the same efforts have been practiced in Fabian's one big metropolitan situation, the Fox in Brooklyn, where publicity manager Johnny Burke tied into a panel quiz emanating from a neighborhood to cull time for "The Enforcer," and used famed TV wrestling announcer Dennis James' appearance in "Mister Universe" to garner free time on Dumont.

Q&A Technique

In Schenectady, the MGM fieldman was used for a 15-minute question and answer period and dissertation on "Father's Little Dividend," and this on behalf of the subsequent run house.

Chief difficulties in using the medium lie in two different directions: cost and time slots (the latter aggravated by crowded station schedules which should be somewhat alleviated with new channel allocations by the FCC).

On the cost factor, only one theatre declared the price of a one-minute spot to be in line with its budget. Even this price—$190 for one minute—would not permit any real, full-scale plunge into the medium. In direct contradiction, the Johnstown Embassy, which faces a cost of only $40 per minute, thought this tab a bit high, even though there are an estimated 68,000 sets scattered throughout a population of 125,000 in the area from which the theatre normally draws its patronage.

Some Problems on Radio

As for crowded TV station schedules, Goth notes that this problem has been true of radio, too, throughout the years, but that theatres have managed to get pretty good time slots as a general rule. Theatres and distributors both have almost without exception operated on a picture to picture policy (the one real exception being MGM, as the company says in its BOXOFFICE ad, May 26), and have therefore always faced the same time slots problem.

The final question in the survey was: "Would you recommend a year-round schedule or program of TV spots—if it were possible of accomplishment budget-wise—on the basis of what you have learned about its efficacy this far?" There were three "yes" answers, and the rest answered: "Need more cases to determine."

In other words, while industry policy makers wrestle with the problem of *how* to utilize TV, theatre managers and publicity men are confronted first with being able to buy the right time slots, at a price which would allow them to get into it.

Science-Fiction Feature Getting a Pre-Tested Exploitation Campaign

'Lost Continent' to Offer a Variety Of Novel Accessories to Exhibitors

THRILLS OF THE ATOMIC POWERED FUTURE!
Lost Continent
CESAR ROMERO
Incredible Fantastic
THRILLS OF THE PRE-HISTORIC PAST!
Lost Continent
CESAR ROMERO

Two of the full-color, mounted 40x60s available for lobby and cut-out displays.

A new and successfully tested plan for motion picture merchandising is being inaugurated by Lippert Pictures as an important corollary to the impending September national release of its science-fiction melodrama, "Lost Continent."

Stressing practical and proven showmanship methods, the exploitation blueprint renders it strongly advisable for every exhibitor booking and playing "Lost Continent" to utilize an especially designed front, comprising seven elements, and to use every advertising accessory being made available to plug the production, which stars Cesar Romero, Hillary Brooke, Acquanetta and Chick Chandler.

To Match Dollar for Dollar

In first run situations throughout the country where theatre operators are willing and able to exceed their normal budgets, the Lippert organization has disclosed its willingness to match the showman with free promotional material, equalling the exhibitor's orders to the dollar.

Highlights of the campaign are 80 custom-made displays, designed for the complete coverage of every part of any theatre front, which were constructed to Lippert's specifications by one of the west coast's leading lobby and front display houses, the Earl Mabry Art Service of Los Angeles. These consist of two giant six-foot-high cutouts featuring color blowups of Romero, Acquanetta and the animals from the picture.

The device is manufactured by the Projectograph Co. of Oshkosh, Wis., of which Ben Marcus is the head. Marcus also is a prominent exhibitor in that territory.

Unusual Lobby Display

One cutout contains a Projectograph machine which enables 16 scenes in color to be projected on a television-type screen, of rear-projection design, and visible in broad daylight.

The display group also includes four 40x60 scene enlargements; a 15-foot valance, in bright colors, suitable for garnishing the boxoffice or marquee; an advance teaser trailer, radio spot announcement discs and TV trailers in various running times.

Exhibitors able to print their own circulars will be provided, free, with mats of a special four-page tabloid herald. Printed heralds will be supplied through the Lippert exchanges for showmen to whom printing facilities are not readily available.

What is claimed to be the largest selection of ad mats ever made available for a Lippert attraction are now stocked in all National Screen Service offices, while also offered are free color contest mats, fluorescent satin ushers' badges at nominal cost, and jumbo-size window cards.

Three west-coast cities have already tested this exploitation package in pre-release test engagements of "Lost Continent." Its effectiveness in San Francisco, Seattle and Fresno, Calif., prompted the Lippert company to tie the merchandising material in on a mandatory basis with contracts for the film.

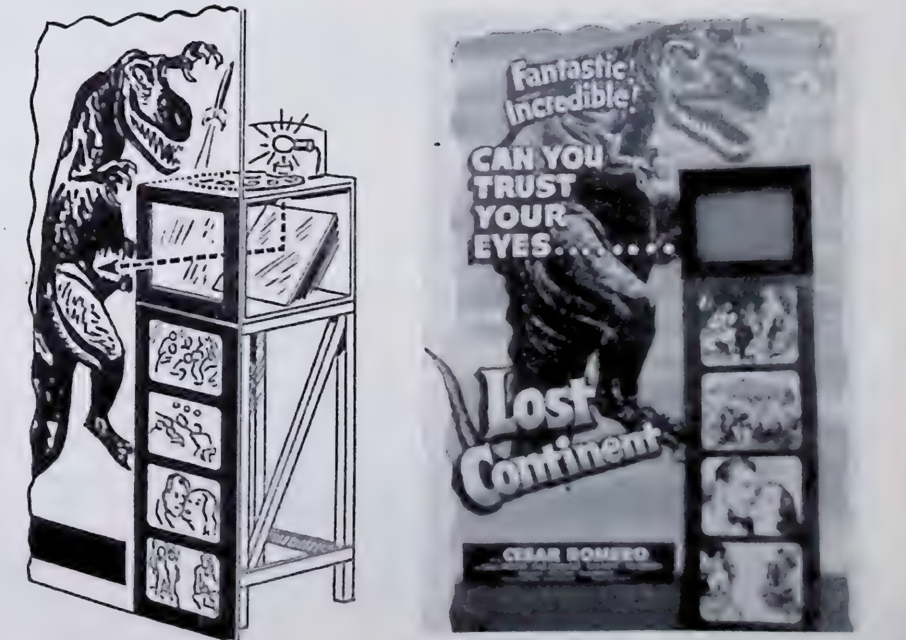
The early-September release of "Lost Continent" will be further hypoed through expansion of Lippert's special field staff. Two more pre-release engagements have been scheduled this month in Buffalo and Boston.

"We are convinced," declared Robert L. Lippert, president of the Lippert company, "that the producer of a picture must help set up the proper advertising campaign so that the picture will appeal to patrons of all theatres." He urged upon theatremen the importance of "getting back to work and selling his motion pictures," and emphasized his organization's intention to establish the practice of aiding exhibitors in their exploitation campaigns.

"It is in this manner only," he said, "that we can regain as patrons the hundreds of thousands of customers we have lost due to the lack of attention and showmanship that our business demands today."

Projectograph Used for Feature Lobby Display

The sketch at left demonstrates how 16 scenes, in color, can be projected via a television-type screen through the use of a Projectograph machine incorporated in a 6-foot cutout. The lobby set piece is part of the exploitation campaign devised for Lippert's "Lost Continent."


Fantastic! Incredible!
CAN YOU TRUST YOUR EYES......
Lost Continent
CESAR ROMERO

The Ideal Self-contained Automatic Slide Film Projector!

PROJECTOGRAPH!

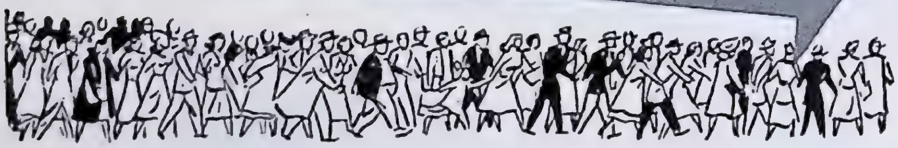
Only PROJECTOGRAPH could supply Lippert Pictures with the one unit most necessary in making their cut-out display for "LOST CONTINENT" genuinely EYE-STOPPING and CROWD-PULLING.

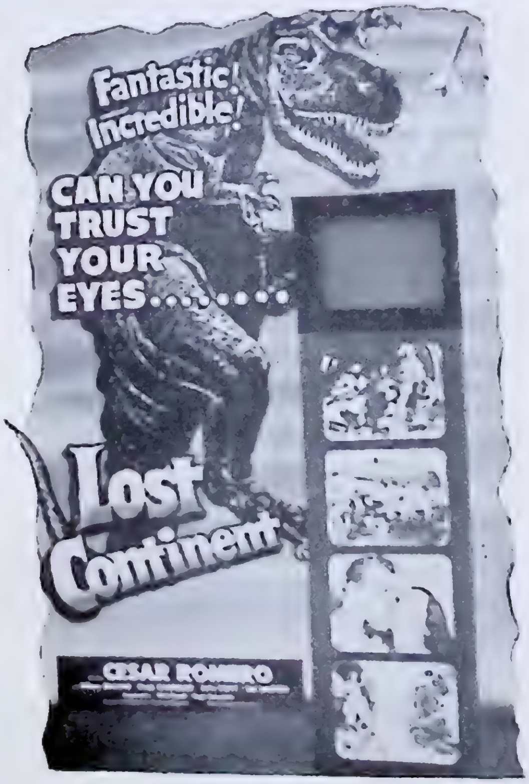
This rear projection automatic slide unit has a television screen...is perfectly ventilated . . . light in weight . . . set up for automatic continuous operation . . . and the COST is LOW!

For detailed information please write:

PROJECTOGRAPH CORP., OSHKOSH, WISCONSIN

SHOWMANSHIP OUT FRONT!

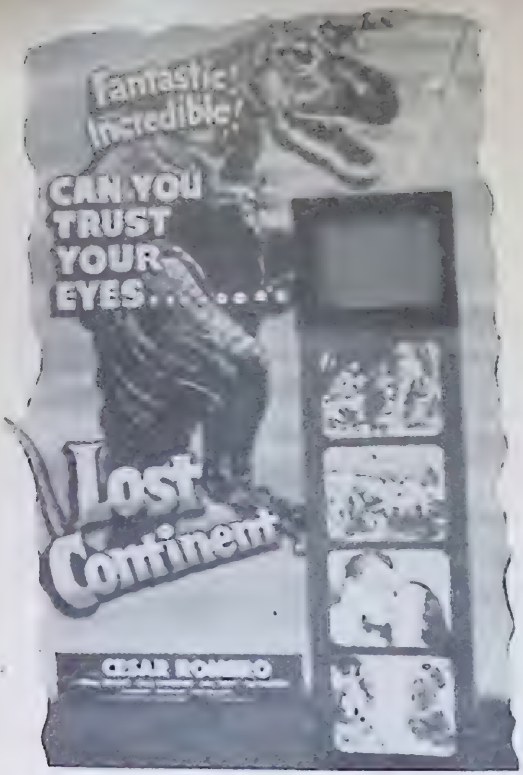



Fantastic! Incredible!
CAN YOU TRUST YOUR EYES.......
Lost Continent
CESAR ROMERO

We congratulate Lippert Pictures for their aggressive showmanship which is once again demonstrated by their excellent localized promotion campaign for "LOST CONTINENT" featuring our custom made cut-outs and displays.

MABRY ART SERVICE

4726 MELROSE AVENUE, LOS ANGELES 29, CALIFORNIA



THIS TERRIFIC BALLYHOO

GIVES "LOST CONTINENT"

Full Local Impact!

CROWD-PULLING!

EYE-STOPPING!

PUTTING up a good front is an established principle of localized showmanship. . . . And putting up a good front is made easy for every exhibitor in the land who books Lippert's "LOST CONTINENT."

Now available to every exhibitor is a giant seven-element display package consisting of:

Six-foot cut-out featuring a Projectograph machine which projects fourteen scenes in color on a television type screen.

Six-foot cut-out featuring color blowups of Cesar Romero and Acquanetta plus huge dinosaurs in battle.

Colorful 15-foot valance made of fluorescent satin.

Four 40 x 60 full color blowups.

This sensational seven-element display is available to every exhibitor who books "LOST CONTINENT." See your local LIPPERT BRANCH MANAGER regarding details.

PROFIT *with* **LIPPERT**

Parents' Magazine

is proud to announce that

Paramount Pictures

has been granted a

Special Merit Award

PARENTS' MAGAZINE MEDAL

for its adult treatment of
a powerful and
compassionate theme

"A Place in The Sun"

PARENTS'
MAGAZINE
52 Vanderbilt Avenue
New York 17, N. Y.
Atlanta
Boston
Chicago
Los Angeles
San Francisco

1,250,000 CIRCULATION IN
FAMILIES WITH CHILDREN OF ALL AGE LEVELS

MAGAZINES

'Hornblower' Gets SEPost Merchandising Campaign

Local Exhibitor Tie-Ins Available Through Use of Truck Panels and Posters

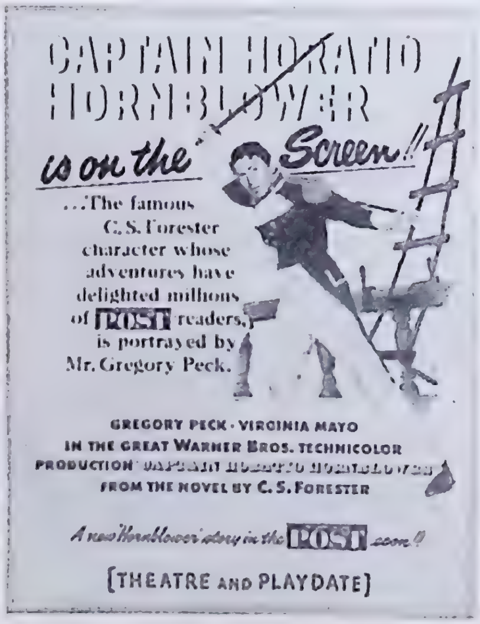
National magazine merchandising of motion picture advertising branches into a field of interesting promotion possibilities in the Saturday Evening Post's current campaign, which uses Gregory Peck in costume as Warner Bros.' "Captain Horatio Hornblower."

The campaign consists of full pages in the country's key newspapers, with the first one breaking in the Chicago Tribune and giving theatre and playdate credits. The same ad is planned to break for New York's Music Hall engagement in the Times, Herald-Tribune and the Wall Street Journal.

The tie-up gets a natural cementing from the fact that the Hornblower series is a Post exclusive, one of the most popular ever to run in the magazine, and that a new series is to begin shortly.

In addition, the Post's distribution machinery will make it possible for exhibitors to tie in directly with the promotion. Warner's pressbook for the picture lists 152 representatives of the Curtis Publishing Co. throughout the country, with addresses, with whom theatremen can make arrangements for local cooperation. Accessories available without cost will be a 40x28 truck banner on which the playdate may be imprinted and a 22x28 truck poster, also with space for playdates. On these, cost of imprinting will have to be paid by the exhibitor.

In addition, distributors will have 8½x 11 newsstand cards which are suitable for windows and posting about town.



CAPTAIN HORATIO HORNBLOWER is on the Screen!!

...The famous C. S. Forester character whose adventures have delighted millions of POST readers, is portrayed by Mr. Gregory Peck.

GREGORY PECK · VIRGINIA MAYO
IN THE GREAT WARNER BROS. TECHNICOLOR
PRODUCTION "CAPTAIN HORATIO HORNBLOWER"
FROM THE NOVEL BY C. S. FORESTER

A new 'Hornblower' story in the POST soon!

[THEATRE AND PLAYDATE]

Truck Poster for Post Campaign

This material is now in the hands of Curtis Publishing Co. representatives. Exhibitors should get in touch with local distributors of the Post as soon as the film is booked, to allow for maximum local cooperation.

The campaign is the first by a national magazine which falls into line with some of the thoughts recently expressed at the first COMPO seminar in Hollywood concerning the impact and merchandising possibilities of national magazines as opposed to other forms of media.

The Post is including the ad, with slight copy alteration, in a trade campaign which uses Tide, Printer's Ink, Advertising Age, Sales Management, Advertising Agency, Southern Advertising and Western Advertising.

The over-all campaign gives the Warner film not only the added circulation and family readership important to its boxoffice success, but the prestige of the Post's implied endorsement of the film.

U-I to Use Local Playdates In National 'Horde' Ad Copy

Carrying forward the successful national magazine advertising pattern introduced on "Up Front," when for the first time theatres and date listings were featured in Life and The Saturday Evening Post ads, Universal-International is developing a similar campaign on "The Golden Horde," its Technicolor spectacle starring Ann Blyth and David Farrar, David A. Lipton, vice-president in charge of advertising and publicity, has announced.

For "The Golden Horde" U-I will use page and a half two-color advertisements in Life and Look with more than 300 theatres listed. These ads will reach an estimated 35,000,000 readers of the two publications. The Life ad is scheduled for October 1, and the Look for October 9, with both issues due on the stands the end of September. "The Golden Horde" is scheduled for early October release.

Both magazines are planning special promotions in connection with the appearance of the advertisements.

Dell Publishing Co. Offers Aid on Roy Rogers Dates

An offer to coöperate with exhibitors on Roy Rogers playdates has been made by Dell Publishing Co., Inc., which publishes the Roy Rogers comic books. Exhibitors can check local directory for the branch office of the American News Co., which distributes the comics, or in community where this company has no branch the name of the local magazine agency. By writing to Russ Tippett, Dell Publishing Co., 261 Fifth Avenue, N. Y. 16,, and giving him his playdate an exhibitor can receive special help on local tie-ups.

MERCHANDISING TIE-INS

'Here Comes the Groom' Gets a Tie-In Contest

Feature Lock Rings Backs Local, National Promotion Via Jewelry Stores

Exhibitors in about 150 situations should be able to obtain real boxoffice mileage out of the tie-up which links together Paramount's "Here Comes The Groom" and Feature Lock Ring Company.

On the face of it, this is a promotion which is pretty much like countless predecessors. Behind it, however, is an approach different and thorough enough to influence future manufacturer-movie tie-ups.

The tie-up is being handled by National Merchandising Service, which is an organization of skilled and experienced merchandising, promotion and publicity men staffed in 70 key cities, specialists in the movie tie-up techniques of retail display and promotion.

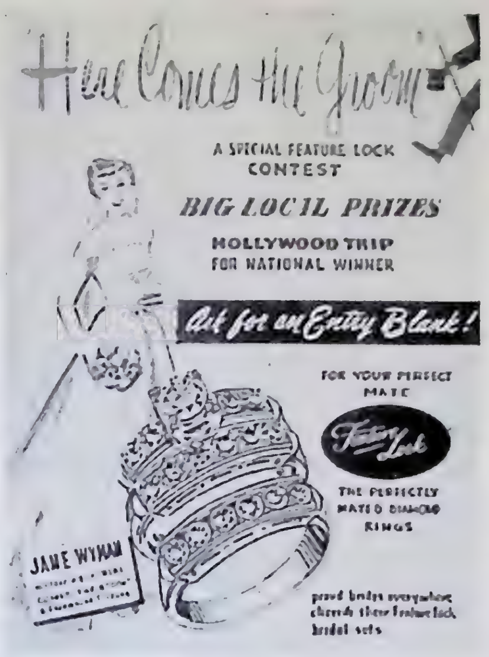
25-Word Essay Contest

The campaign is hooked to Feature Lock's long-time theme of "perfectly mated," which ties in neatly to the "Groom" theme of the picture. Adaptation of this theme settled itself into an essay contest, with local and national winners of substantial prizes. The essays will be limited to 25 words or less on "My Groom and I Are Perfectly Mated Because . . . " and will be open to newly married women and those about to be married. These women, by no coincidence, make up the major share of Feature Lock's market, as well as being an important segment of movie patronage.

While the promotion has been set for about 150 situations, it is not limited to this number. Feature Lock has dealers in almost every community, and exhibitors can join in a local level tie-up for "Here Comes the Groom" by contacting the local Feature Lock dealer.

Good Local Prizes

To stimulate entries and make each local contest a well-worth win by itself (which is something to be noted by exhibitors too used to national contests with a gigantic top prize, but only "sluff" prizes for the locals), a diamond engagement, wedding and groom ring "Threesome" selected from stock by the jewelry store and valued up to $500 retail has been chosen as the main prize to be awarded in *every* tie-in situation. Second, third and subsequent prizes will be established by the retailer and theatre who may include guest tickets for runners-up.


Here Comes the Groom
A SPECIAL FEATURE LOCK CONTEST
BIG LOCAL PRIZES
HOLLYWOOD TRIP FOR NATIONAL WINNER
Ask for an Entry Blank!
FOR YOUR PERFECT MATE
Feature Lock
THE PERFECTLY MATED DIAMOND RINGS
JANE WYMAN
proud brides everywhere cherish their Feature Lock bridal sets

An agency rough for one of the posters created for the "Here Comes the Groom" contest. Same theme will be used in newspaper ads and other materials.

Since many cities have a dozen or more Feature Lock dealers, the contest is a joint program with the prizes being awarded in all of their names. Each store will act as an entry blank station and accept contestant entries, giving theatres that many more displays and away-from-the-house exploitation. The retailers, at the conclusion of the contest, will judge the city's winner and national Grand Prize entry for a week's honeymoon (or vacation) to either Hollywood or New York as guests of Paramount Pictures and Feature Lock.

Presentation of the local prize should be made on the stage of the theatre if at all possible: a five-minute program of the city's jewelers handing a diamond "Threesome" to a "perfectly mated" couple adds up to darned good promotion.

Feature Lock, Paramount and National Merchandising jointly decided the tie-in strategy. Theatres have been "pre-sold" on the promotion through the "Groom" pressbook, trade publicity and by advertising in a film trade publication. Feature Lock retailers nationally, it was planned, would be "pre-sold" in a like manner but with one notable campaign change. They would receive an 8½"x11" self-mailer of explicit contest and promotion information emphasizing the increased sales and store traffic benefits to be reaped from the "Groom" tieup. The folder detailed a new wrinkle in dealer aids; a free advertising, merchandising and promotion service by special Feature Lock representatives who would take over the store's campaign problems and leave the merchant unhampered. The "special Feature Lock representatives," of course, are National Merchandising staff people who will function in the manufacturing jewelry company's name on this assignment. Attached to the folder was a reply card for the retailer's agreement and the name of his regional distributor who will play an important middleman part in the whole promotion.

Create Campaign Kit

To assure uniformity and operational ease, the campaign kit has been well supplied with a quantity and variety of newspaper stories, radio scripts, exploitation idea "extras," a timetable promotion schedule. Particular attention was paid to paragraph 6 of the schedule in an effort to *further support the theatre's last day gross.* Here is the typical schedule:

1. Retailer arrangements as far in advance as practicable. All necessary signs, art work, photographs, stories, etc., to be prepared at the earliest date for quickest facility.

2. Store displays to be set up 2 weeks prior to the opening date of the picture.

3. Newspaper, radio and other publicity to be started 12 days to 2 weeks before the picture's opening date and spaced at your own discretion throughout the advance period.

4. The 6 column x 14" newspaper ad supplied for retailers singly, or the full page ad (a blow-up of the 6x14") by retailers jointly, to be run 10 to 12 days prior to the opening date, at the discretion of the store, theatre and exploitation representative.

Set Up Lobby Displays

5. Theatre lobby and panel display to be set up 7 to 10 days in advance of the playdate, at the discretion of the theatre manager or publicity director, with the assistance of the Paramount exploitation man.

6. Each local contest is to close half-way through the picture's engagement. (Note: Check with Paramount's exploitation rep. and the theatre for hold-over information.) Judging should be held by the retailers *that* evening. Stage presentation of prizes to be held the *last* evening of the playdate. Photographs should be taken and stories prepared for release to the press immediately afterwards.

7. The city's winning entry and accompanying photograph should be forwarded to New York the following day for national Grand Prize judging.

Look Features "Streetcar"

Look magazine's August 14th issue gives a four-page spread to Warner's "A Streetcar Named Desire." Reason for the top coverage is found in Look's review, which hails the film as among Hollywood's great movies.

Purina Chow Going Into 5,000-Town Promotion

An endorsement tie-up with Archie, dog star of "Behave Yourself!" and Purina Chow will result in additional advertising and exploitation on the RKO Radio picture in 5,000 localities.

Radio, newspaper, magazine and point-of-purchase promotions are currently being effected by the Purina Co., each carrying hefty plug for Archie and "Behave Yourself!" Point of sale displays in 5,000 dealer stores are assured, in addition to advertising and promotional material in 4,000 daily and weekly newspapers; a four-page insert in all farm newspapers and magazines. Purina will also plug "Behave Yourself!" over 120 radio stations via the Eddy Arnold show, and on 32 television stations on the ABC network.

Purina also is circulating a brochure to its 5,000 dealers, mapping out and suggesting a tie-in campaign with theatres which will play "Behave Yourself!"

The tie-up offers opportunities for cooperative arrangements with grocers and with radio stations carrying the Eddy Arnold show. As Purina is carrying the promotion into 5,000 communities, local promotions appear to be a certainty for those exhibitors who contact local distributors of Purina.

Gas Association Creating 'Texas Carnival' Campaign

The American Gas Ass'n, which has become very fond of ties with motion picture personalities in stimulating gas range sales at the local level, will undertake another promotion for MGM's "Texas Carnival," which stars Esther Williams. A release date is yet to be set, but the association will be running its promotional material from September 1 to December 1.

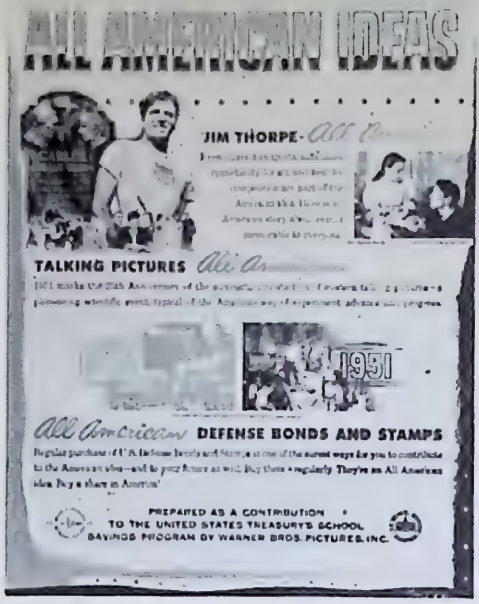
Nationally, full-page advertisements will be placed in Saturday Evening Post, Ladies' Home Journal, Woman's Home Companion, McCalls and several others yet to be selected.

At the local level, the merchandising program into which exhibitors may tie in directly will include window display materials, in-store displays and counter cards, cooperative advertising mats, etc. Using these materials will be the local gas companies and various appliance stores.

Get Parents' Award

A special Merit Award Medal for Warner Bros.' Technicolor production, "Captain Horatio Hornblower," has been awarded to the film company by Parents' magazine. The award was presented by E. Philip Willcox, director of motion picture relations for Parents' Institute, Inc., to Major Albert Warner.

The Award is announced in the August issue of Parents' magazine.


ALL AMERICAN IDEAS
JIM THORPE-All American
TALKING PICTURES All American
1951
All American DEFENSE BONDS AND STAMPS
PREPARED AS A CONTRIBUTION TO THE UNITED STATES TREASURY'S SCHOOL SAVINGS PROGRAM BY WARNER BROS. PICTURES, INC.

SCHOOL TIE-IN POSTER

This tie-in poster is being distributed by the U.S. Treasury Department's Education Section, Savings Bond division, to schools from coast to coast. Official accompanying letter urged teachers and principals to display it prominently. Burt Lancaster as "Jim Thorpe—All American" is the chief interest pull for students.

Pocket Books to Promote 'Decision Before Dawn'

A tie-up has been made by 20th Century-Fox with Pocket Books for a small-size, paper-covered edition of "Decision Before Dawn" to be sold in book stores and drugstores to promote the company's film of that name. The title of the original novel by George Howe was "Call It Treason." The edition devotes its front cover and eight inside pages to special art and stills from the film. Copy appears on the back cover and an inside page.

Retailers will receive 5,000 14x16 tack cards with folding backs for use as wall posters or for window and in-store displays. There will also be 10,000 window streamers. Pocket Books will notify each outlet of the film's playdates in its territory. Announcements will appear in the publisher's house organ, "Pocket Pointers."

Special Window Displays For 'Iron Man' Tie-Ups

The Everlast Sporting Goods Manufacturing Co., which has a co-op promotion with Universal-International on "Iron Man," is offering to provide accessories for an elaborate window display where exhibitors and sporting shops make a local tie-up. The material consists of a 40x60 poster, a display of gloves and boxing equipment used in the film plus a group of stills. To obtain maximum local cooperation, exhibitors may send the names and addresses of all sports shops in their community to the Everlast company at 26 East 14 Street, New York 3.

Puss-in-Boots Cat Food has tied in to Paramount's "Rhubarb" with a $100,000 campaign in national magazines and newspapers. Ads will feature the picture's stars, Jan Sterling, Ray Milland and Rhubarb the cat.

Display pieces for retail outlets are also planned by the manufacturer, with the film to be plugged in the company's regular advertising as well as in the special campaign.

Mercury Records is issuing a special album, "Sunny Side of the Street," for the picture of that name, with hit songs sung by Frankie Laine and Billy Daniels.

FEATURE LOCK MATED FOR BOXOFFICE BLISS

ONCE UPON A PLAYDATE, come September . . . Paramount's "Here Comes the Groom" will be wed to a gigantic Feature Lock diamond ring promotion and contest—awarding thousands of dollars worth of prizes nationally.

The formula for this happy event includes expensive diamond engagement, wedding and groom ring (Feature Lock Threesome) sets as local prizes for EVERY key date situation; a dream honeymoon (or vacation) to Hollywood or New York national award; and, appointment of National Merchandising Service—staff of field specialists in the movie tie-up techniques of display and promotion — to help participating retailers set up effective contest advertising, promotion, publicity, counter and window displays.

Wyman Wears Feature Lock

"BOXOFFICE BLISS!" says one theatre manager about the Feature Lock promotion and contest.

"Can't afford to divorce this one. It's perfect; all I have to do is cooperate.

"Sure, Feature Lock will benefit from my diamond ring prize lobby display. But so will I from their local ads, counter and window displays, entry blanks, promotion, merchandising, local prizes and publicity. Even the diamonds in the lobby ought to be a terrific attention-getter. I call it BOXOFFICE BLISS."

Campaign kit, stores, details; available from— Write today!

Advertising Manager
Feature Lock Rings
126-130 W. 46th Street,
New York 19, N. Y.

NATIONAL PRE-SELLING GUIDE

A report on new films for which national pre-selling campaigns have been developed. Listed with each picture are tie-ins which have been created, plus tips to exhibitors on how to use these pre-selling aids to exploit the picture locally.

ANGELS IN THE OUTFIELD MGM Rel. Date Sept. '51

QUALITY BAKERS OF AMERICA: This is continuation of MGM promotion with Quality Bakers of America, and includes extensive local ties where the QBA mark is used. Exhibitors who determine whether QBA operates in their situation can benefit materially from campaigns. Promotion for "Angels in the Outfield" specifically tied into picture with star photos and picture credits on all pieces. Ads going into 500 newspapers, and billboards, wrappers, posters, etc. also to be used.

MILLIONAIRE FOR CHRISTY 20th-Fox Rel. Date Sept. '51

ROYAL DESSERTS: Continuing film company tie-ups uses Fred MacMurray likeness and short biography on backs of 10 million packages. Also local newspaper advertising, radio spots.

Tie-in Tips: *Royal field men work on supermarket situations for displays. All grocery situations carry the package. Provide large and centrally located stores with stills and credits; chances excellent, usually, for center window displays. One-minute spots with MacMurray used on 120 stations, 90 cities. If buying time, check station first to see if it has these spots, so that time buy can immediately follow.*

A PLACE IN THE SUN Paramount Rel. Date Sept. '51

GENERAL FEDERATION OF WOMEN'S CLUBS: Special letter of recommendation from Motion Picture Chairman, to 303 affiliated state, county and city chairmen.

Tie-in Tips: *This kind of recommendation is not too frequent. Contact your local Federation chairman with publicity and display material, for circularizing among the different women's clubs. Cooperation ordinarily is excellent on recommended films.*

DAVID AND BATHSHEBA 20th-Fox Rel. Date Sept. '51

(Note: Some of the following tie-ups have been listed in previous issues of the Guide, as they were consummated. The following listing is complete, to give at a glance the promotion possibilities.)

EAGLE CLOTHES: Complete campaign, based on Gregory Peck endorsement, includes full page four color ad, Esquire; newspaper ad mats, same size as Esquire ad; laminated display cards, twice ad size, for window and counter displays, all Eagle outlets; one million color circulars of the ad mailed by retailers to local customers; publicity ad mats for local newspaper planting; promotion kit on all Capital Airlines flights through November, featuring Peck endorsement; men's clothing trade publicity and advertising; Eagle Clothes giveaways for radio and TV quiz shows.

Tie-in Tips: *There are over 1,000 Eagle Clothes dealers; contact your local dealer for co-op ad, use of display piece. Each dealer has been alerted by Eagle via a series of special bulletins.*

GOODALL FABRICS: A series of David and Bathsheba hand-screened drapery patterns, which has obtained an intensive publicity and store display campaign. Goodall salesmen, using kit of stills, window posters, counter cards, newspaper mats and ad reprints, have been visiting accounts on national basis, informing of the promotion and alerting accounts to exhibitor tie-ins. Tie-in story has also been hand-planted by "Bathsheba" tour in key cities.

Tiein Tips: *In 32 key cities, Goodall has contacted one dealer on exclusive basis for theatre tie-ins. Otherwise, promotion available on local level to all exhibitors. Note that many of stores which feature Goodall may also carry Eagle Clothes.*

LUX FLAKES-LUX SOAP: Complete newspaper ad campaign on soap is complemented by flakes campaign in major magazines and Sunday supplements, highlighting Susan Hayward.

AUTO-LITE: Major magazine and key newspaper ad campaign using Gregory Peck. Also counter cards, posters, window displays.

Tie-in Tips: *There are 96,000 Auto-Lite spark plug dealers; all have been alerted via bulletins from manufacturer, to use the display material. Phone books yellow pages list these dealers.*

MPAA: Community Relations department has distributed 150,000 booklets on film to superintendents and principals of high schools; public libraries; presidents of motion picture councils; motion picture chairmen of the 12 national women's organizations; National Council of Church Women.

Tie-in Tips: *Biblical theme of picture should interest all education, religious and women's groups. Since most exhibitors have worked with these groups previously, contact and operation on such group tie-ins follow established patterns.*

COLOR FILM STRIP: Available at no cost to public and religious schools, consists of 58 frames in color, highlights from picture with accompanying text.

Tie-in Tips: 500 *prints being distributed by American Bible Society to Sunday schools;* 500 *prints going to visual education directors for use in public schools. Check school systems your community to see that this film strip has been shipped and is being used.*

SONG: Title tune. Cover portrays famous Bathsheba bath scene from film. Being released end of August. Recordings already available include Billy Williams Quartet, MGM; Gordon Jenkins and the Weavers, Decca. Platters will be made also by Columbia, Capitol and Victor. Song sheet covers for exploitation purposes available from Lion Music, 799 Seventh Ave.

BOOK: A new novel, "David and Bathsheba," by Hebraic scholar Ari Ibn-Zehav, being released in October by Crown Publishers, Inc., 419 Fourth Ave., N. Y. C. Publishers supplying book stores and book departments of department stores with counter cards and posters, using stills from film.

Tie-in Tips: *Book should be in stores in time for downtown moveover and subsequent runs.*

GENERAL FEATURES SYNDICATE: Furnishing about 200 newspapers with six-day series of story in pictures, using 42 stills.

Tie-in Tips: *Fox will furnish same series to any situation; contact exploitation department for material. Series can be broken down for one-time shot.*

NATIONAL ADVERTISING: All major media; magazines, Sunday supplements, key city Sunday newspapers. Also farm and religious publications.

Tie-in Tips: *Blowups of media covers suggested for fronts, 40x60s for lobbies. Since publicity hits most of same media, the front or display piece copy should indicate scope of the ad and publicity pre-selling campaign.*

ACCESSORIES: Includes all regular paper—24, six, three and one-sheets. Also special jumbo colored herald with space for theatre imprint. Special 20x60 door posters usable by most theatres.

Tie-in Tips: *Fox and National Screen have tied in to push use of accessories. In large key situations, Fox will buy boards and pay for accessories. In others, it will go in on co-op basis with theatres. In most situations, it will provide paper free. Check local Fox and National Screen exchange to determine deal in your situation.*

LOCAL CO-OP ADVERTISING: Fox will enlarge its regular co-op program, but will decide extent as picture booked. With hardly any exception, co-op situations will be confined to downtown key runs and some moveovers.

RADIO: Transcription platter available, free from exploitation department.

CAPTAIN HORATIO HORNBLOWER WB Rel. Date August '51

SATURDAY EVENING POST: Curtis Publishing Co. is undertaking national promotion of film, as Captain Horatio Hornblower stories are long time top Post feature. Publication, concurrent with the release, is running full-page advertisements in key city newspapers, with Gregory Peck as Horatio Hornblower occupying fully half of the space.

Tie-in Tips: *Curtis distributors will cooperate with exhibitors. A 42x28 truck banner and a 22x28 truck poster, with space for playdate imprint, have been sent to all Curtis representatives. Exhibitor pays only for cost of imprint, but for cost gets mobile posting throughout area. Available also is 8½ by 11 newsstand card. Pressbook carries names and addresses of 152 Curtis representatives who can be contacted.*

BANTAM BOOKS: New pocket-size edition of "Captain Horatio Hornblower" with special jacket on movie tie now being distributed countrywide. With Gregory Peck on cover, the edition provides good material for ties locally at bookshops, counters where pocket-size books are sold, etc.

DECISION BEFORE DAWN 20th-Fox Rel. Date Sept. '51

POCKET BOOKS: First Pocket Book movie edition to use film photographs on inside pages. Front and back covers use film credits, art.

Tie-in Tips: *Pocket Books is putting intensive campaign behind book, has already alerted book and drug stores via two bulletins, pushing it saleswise in company's house organ. Accounts will be serviced with playdates. Display materials 14x16 tack cards with folding backs for window or in-store, window streamers. Contact your local Pocket Books distributor, who is set to work with theatres. Check also possibility of distributor truck panels, co-op ad.*

NATIONAL PRE-SELLING GUIDE

HERE COMES THE GROOM Paramount Rel. Date Sept. '51

FEATURE-LOCK RINGS: Local essay contests, as jeweler-theatre promotion, with national prize winner. (See story this issue for complete details.

JAYSON SHIRTS: Long-standing tie-up with Bing Crosby line, features national and local advertising, window and counter cards.

Tie-in Tips: *Dealers alerted by Jayson on each Crosby picture. will cooperate with theatres in contests, giveaways, and use display material provided by Jayson. For details, aid, information any situation, contact J. Northway, Jayson Shirts, 1115 Broadway, N. Y. C.*

DECCA RECORDS: Planning dealer and consumer campaign, local advertising and special display material for record and music stores.

Tie-in Tips: *Distributors and dealers will be alerted to theatre cooperation. Contact closest local Decca distributor.*

WHITMAN CANDY: National advertising in Life and Look, featuring Bing Crosby, supplemented by 18,000 dealer displays in color.

Tie-in Tips: *Whitman dealers include drug and candy stores, railway and bus station newsstands. Displays go up automatically as received.*

BELLE BRIDES: Wedding gown promotion; more than 40 stores in key cities already tied in, committed to window displays, newspaper ads with theatre, playdate and picture credits.

Tie-in Tips: *Promotion based on adaptation of gown worn by Jane Wyman in film. Past promotions this company show good results. Tie-in open any store, any situation. For aid or information, wire Bernard Young, promotion director, Belle Brides, 499 Seventh Ave., N. Y. C.*

HONEYCHILE Republic Rel. Date Not Set

SPECIAL THEATRE ACCESSORIES: Free cartoon illustration by Hirschfeld, famed theatrical cartoonist, for lobby and front display, ads. Not to be used for newspaper publicity. Order Still No. 6030-S1 from Republic, Exploitation Dept., 1740 Broadway, N. Y. C. "Canova" movie hits display still No. 6030 S-11, designed for lobby use, shows star Judy Canova in scenes from past hits. Standee still, No. 68, shows Canova and Eddie Foy jr., in gag full-length pose. For use on marquee, staircase, lobby. These are all gratis.

JIM THORPE—ALL AMERICAN WB Rel. Date Sept. '51

U. S. TREASURY POSTER: Utilizes Burt Lancaster, slanted at school defense bond stamps savings program.

Tie-in Tips: *Poster will be distributed to schools, coast to coast by the Education Section, U.S. Treasury Dept., Savings Bond division, accompanied by official letter urging teachers and principals to display prominently. Only follow-through needed is to contact junior and senior high schools to remind them to use poster. Additional posters may be obtained from Warner Bros., N. Y. C. Patriotic nature makes posters acceptable also for display in stores, downtown telephone pole placarding.*

SPORTS: While there are no direct product tie-ins for the picture, exhibitors will find this the perfect film for local tie-ups with sports shops and sports departments in larger stores. Accessories available from National Screen for these tie-ups include a still showing Burt Lancaster in football uniform, a window card, with space for imprint, a set of colored 11x14s, color 22x28 poster, and customary one, three and six-sheet posters.

LITTLE EGYPT U-I Rel. Date Fall '51

TEASER TRAILER: A one-minute Technicolor teaser trailer is available without cost from Universal-International exchanges, to be run ahead of regular trailer.

LOCAL CO-OP TIE-UPS: While there are no national merchandise tie-ups, locally the 1893 Chicago Fair angle can be used to promote ties with department stores particularly comparing 1893 merchandise with 1951 wares.

MEET ME AFTER THE SHOW 20th-Fox Rel. Date Sept. '51

AUTO-LITE: National magazine and newspaper advertising, full picture credits, featuring Betty Grable. Also full-color display cutouts.

Tie-in Tips: *Check local Auto-Lite distributor to assure placement of display material. There is an Auto-Lite dealer in every situation, no matter how small. No possibility of co-op ad credits; these are placed with newspapers on national basis.*

THE MOB Columbia Rel. Date Not Set

MAX FACTOR SIGNATURE PRODUCTS: Endorsement by film's star, Broderick Crawford, with picture credits.

Tie-in Tips: *Product is new, therefore manufacturer and distributors anxious for promotion. Possibilities for co-op ads, displays should be heightened by this factor. Only prepared material, outside of national ads, is a counter card.*

BOOK: Film is taken from novel, "Waterfront," published by Duell, Sloan and Pearce. Also ran serially in Collier's.

Tie-in Tips: *Only possibility is bookstore display; book is still fairly fresh and book stores should be stocked.*

NO HIGHWAY IN THE SKY 20th-Fox Rel. Date Aug. '51

WHITMAN CHOCOLATES: National 4-color advertising, window displays and counter cards in 2,000-plus retail stores, featuring Jimmy Stewart with picture credits.

Tie-in Tips: *Any promotion must be done at local level; Whitman's bears no expense on tie-ins. Proving popular is small lobby display of chocolates, plus some giveaways to lady patrons on Sundays or other special days, in return for store displays with theatre and playdate credits. Basic tie-in offers numerous switches, one of which ties together theatre air conditioning with special Whitman refrigeration units used by most dealers.*

BOOKS: Dell Books, one of the pocket edition publishers is issuing a movie edition of "No Highway" from which the film was adapted. Cover has photo of stars. Tie possibilities at newsstands, drug stores, book shops—wherever pocket books are sold.

LOCAL STILL TIE-UPS: Still No. 802/106 has attractive pose of Marlene Dietrich showing "million dollar legs," suitable for hosiery counter ties; same still can be used advantageously with luggage goods dealers; and using catch phrases based on title can be tied to airline display.

NO QUESTIONS ASKED M-G-M Rel. Date August '51

DIXIE CUPS: Arlene Dahl photo on inside lid of these ice cream cups, with 40,000 color portraits available to children who collect these lids. Check local Dixie Cup distributor.

RICH, YOUNG AND PRETTY M-G-M Rel. Date August '51

WESTINGHOUSE ELECTRIC CORP.: Song and dance sequence, "How D'Ya Like Your Eggs in the Morning," which takes place at Harry's Little America restaurant in Paris, show tables with Westinghouse toasters, percolators, hot plates, etc. (Stills 1522-91 and 1522-92, National Screen). Westinghouse has sent bulletins to dealers on this tie, which must be developed on local level between distributor or retailer and exhibitor. MGM fieldmen have names of area distributors who supply 15,000 Westinghouse dealers. For special assistance write Will M. Kline jr., assistant sales promotion manager, Westinghouse Electric Corp., 246 E. Fourth St., Mansfield, Ohio.

KELLOGG'S: First of two-picture national promotion—Jane Powell in "Rich, Young and Pretty" and Gene Kelly in "An American in Paris" starts with this feature. Kellogg's will distribute 20,000,000 packages on each picture, with "Magic Eye" premium offer on back panel, together with star and picture credit. Packages will hit stores in September, and company will send point-of-sale material to 25,000 grocers.

Tie-in Tips: *Local Kellogg's distributor will cooperate in arranging store ties, as accessories, etc. will be available late August or early September. Kellogg's also will plug premium via "Tom Corbett Space Cadet" over 62 TV stations and on "Mark Trail" programs where "Tom Corbett" is not carried.*

DIXIE ICE CREAM CUPS: Dixie Cup covers will carry Jane Powell portrait, with picture credits, and 40,000 color portraits will be available for distribution to children.

Tie-in Tips: *Contact local ice cream stores or Dixie Cup distributor to arrange for theatre tie-in. Color portraits of Jane Powell are given to children for collecting Dixie Cup lids.*

RECORDS: Vic Damone records for Mercury Records, which suggests music counter tie-in. None of the songs he sings in picture, however, have been recorded by Mercury, but MGM Records has issued a "Rich, Young and Pretty" album which has songs sung by Jane Powell, Danielle Darrieux and Fernando Lamas.

QUALITY BAKERS: Where the Quality Bakers trademark, Sunbeam bread, is merchandised, the usual full promotion treatment is to be provided with 24-sheets and other posting plus many advertising novelties at retail outlets. This is the same campaign which Quality Bakers gave to "Royal Wedding," "Father's Little Dividend" and "Go for Broke."

LOCAL TIE-UP STILLS: Still 1522-7 has Jane Powell in eye-catching hosiery shop photo; 7354 shows star with tall, cooling drink, suitable for counter tie-in.

RHUBARB Paramount Rel. Date October '51

PUSS-IN-BOOTS CAT FOOD: Advertising campaign, prominent picture credits, using Jan Sterling, Ray Milland and Rhubarb the cat, national magazines and key date newspaper advertising timed to release.

Tie-in Tips: *Manufacturer is alerting retail outlets nationally to co-op with theatres on ads, displays, stunts. For aid or information your situation, contact packer, Coast Fishing Co., 272 S. Fries Ave., Wilmington, Calif.*

ST. BENNY THE DIP United Artists Current Release

MUSIC: Dick Haymes, popular recording artist, is a star of this picture. He sings "I Believe" in the film. Sheet music for this is published by Bregman, Vocco & Conn, Inc., 1619 Broadway, N. Y., and free title sheets may be obtained from this firm for tie-in purposes. Decca also has recorded this song and combination of sheet music and record provides double pitch for music store, record counter and disk jockey program ties.

SATURDAY'S HERO Columbia Rel. Date Sept. '51

PURITAN SPORTSWEAR: National advertising, supplemented by 9x12, two-color window and counter display cards, featuring John Derek and Donna Reed wearing Puritan's "Matchmate" sweater.

Tie-in Tips: *Autumn is top sweater selling season; stores promote the item at this time, will consider co-op ad as well as displays if contacted. Check local department stores, or Puritan Knitting Mills, 350 Fifth Ave., N. Y. C., for name of local dealer.*

RONSON LIGHTERS: National advertising features John Derek endorsement.

Tie-in Tips: *Check local distributors only on co-op ad placement, using Derek endorsement.*

LOCAL TIE-UP STILLS: Numerous football stills, showing football equipment, good for sporting goods store displays, ads available from NSS.

THAT'S MY BOY Paramount Rel. Date August '51

SPORTS SHOP TIE-INS: As this has a college football background, local co-op deals can be arranged with sports shops, etc. Most of stills are of a gag variety and allows for injection of humor in selling copy. Still 10015-193 shows Martin and Lewis in gag football pose.

THE STRIP M-G-M Rel. Date Sept. '51

QUALITY BAKERS OF AMERICA: Local large-size ads in 500-plus newspapers. Also billboards, large variety of display material and giveaways. Stars used are Monica Lewis, Sally Forrest, James Craig.

Tie-in Tips: *Actual operation of this campaign can be influenced locally. On frequent occasions in former campaigns, ad dates were shifted to tie in more closely with theatre dates. Discuss the schedule with QBA member bakery, in line with prospective bookings; establish close working arrangement for handling of ads and displays which will provide him most theatre cooperation. Local QBA baker will most likely include theatre and playdate in body of each ad, as was done by most during the spring campaign.*

SUNNY SIDE OF THE STREET Columbia Rel. Date August '51

LUX SOAP: National advertising, local display pieces, Terry Moore endorsement.

MAX FACTOR MAKEUP: National advertising, local display pieces, Terry Moore endorsement.

Tie-in Tips: *Only availabilities are special window and counter displays, using prepared display pieces and production stills, drug and grocery stores.*

RECORDS: Plenty of music in this film for tie-ups with music stores and record counters. Mercury Records is issuing special album using film title and featuring Frankie Laine and Billy Daniels. Special window streamers going out to stores for use in displays.

THUNDER ON THE HILL U-I Rel. Date Sept. '51

ROYAL CROWN COLA: National 24-sheet campaign, featuring Claudette Colbert.

Tie-in Tips: *Although no dealer display material available, Royal Crown truck panels have been tied in with blowups of stars involved and playdate credits. Tie-in must be made with local distributor.*

TWO TICKETS TO BROADWAY RKO Rel. Date October '51

TONY MARTIN TUXEDO: National and local campaign includes full page ads in Life, Esquire and trade publications. Also window and counter display pieces. All with picture credits.

Tie-in Tips: *For name of local dealers, write S. Rudofker's Sons, Inc., Philadelphia, Pa.*

Pre-Selling Checklist

A reference list of forthcoming features or pictures just going into general release on which information has been published in the National Pre-Selling Guide.

Ace in the Hole, (Para)	June 16, July 21
A Place in the Sun, (Para)	July 21, Aug. 18
Alice in Wonderland (UA)	Jan. 20, April 21
Across the Wide Missouri, (MGM)	April 21
Angels in the Outfield, (MGM)	Aug. 18
A Millionaire for Christy, (20th-Fox)	Aug. 18
As Young as You Feel (20th-Fox)	June 16
The Barefoot Mailman, (Col)	July 21
Captain Horatio Hornblower, (20th-Fox)	April 21, May 19, Aug. 18
Cattle Drive, (U-I)	July 21
Cyrano de Bergerac, (UA)	May 19
Dakota Kid, The, (Rep)	July 21
David and Bathsheba, (20th-Fox)	June 16, Aug. 18
Decision Before Dawn, (20th-Fox)	Aug. 18
Fabiola, (UA)	July 21
Francis Goes to the Races, (U-I)	June 16, July 21
Guy Who Came Back, The, (20th-Fox)	May 19
Half Angel, (20th-Fox)	April 21, May 19
Here Comes the Groom, (Para)	Aug. 18
Hollywood Story, (U-I)	May 19
He Ran All the Way, (UA)	July 21
Her First Romance, (Col)	April 21
Honeychile, (Rep)	Aug. 18
Iron Man, (U-I)	July 21
Jim Thorpe—All American, (WB)	April 21, Aug. 18
Katie Did It, (U-I)	April 21
Little Egypt, (U-I)	Aug. 18
Man With My Face, The, (UA)	July 21
Mask of the Avenger, (Col)	June 16
Mr. Imperium, (MGM)	June 16
Meet Me After the Show, (20th-Fox)	April 21, Aug. 18
No Highway in the Sky, (20th-Fox)	July 21, Aug. 18
No Questions Asked, (MGM)	Aug. 18
Only the Valiant, (WB)	April 21
People Will Talk, (20th-Fox)	Aug. 18
Rich, Young and Pretty, (MGM)	Aug. 18
Roadblock, (RKO)	July 21
Rodeo King and Senorita, (Rep)	July 21
Show Boat, (MGM)	June 16, July 21
Strangers on a Train, (WB)	May 19
Strictly Dishonorable, (MGM)	July 21
Sword of Monte Cristo, (20th-Fox)	April 21
Take Care of My Little Girl, (20th-Fox)	May 19
Texas Rangers, (Col)	April 21, May 19
The Law and the Lady, (MGM)	July 21
The Mob, (Col)	Aug. 18
Three Steps North, (UA)	July 21
The Frogmen, (20th-Fox)	May 19, July 21
Thunder on the Hill, (U-I)	July 21
The Whistle at Eaton Falls, (Col)	July 21
When I Grow Up, (UA)	June 16
Rhubarb, (Para)	Aug. 18
St. Benny the Dip, (UA)	Aug. 18
Saturday's Hero, (Col)	Aug. 18
That's My Boy, (Para)	Aug. 18
The Strip, (MGM)	Aug. 18
Sunny Side of the Street, (Col)	Aug. 18
Thunder on the Hill, (U-I)	Aug. 18
Two Tickets to Broadway, (RKO)	Aug. 18

NATIONAL PRE-SELLING GUIDE

Music Promotions

Listed here is a lineup of sheet music and records of music in forthcoming films or in pictures just released which may be used as a guide for tie-ins or for exploitation via disk jockeys, radio programs, etc.

David and Bathsheba (20th-Fox)
Records available: "David and Bathsheba" title song, recorded by numerous artists, including Frankie Laine, Phil Harris, Gordon Jenkins and the Weavers, Billy Williams Quartet, Les Paul and Mary Ford. Released by major companies, including Decca, Columbia, Capitol and MGM.

Hard, Fast and Beautiful (RKO)
Sheet music available: "Hard, Fast And Beautiful," Ainslee Music Corp., 1650 Broadway, N.Y.C.
Records available: "Hard, Fast And Beautiful," Paulette Sisters, Broadway Records.

Honeychile (Republic)
Sheet music available: "Honeychile," "Tutti Frutti," "More Than I Care To Remember," by Spitzer Songs, Inc., 1619 Broadway, N.Y.C. Limited number of sheet music covers with picture credits available.
Records available: "More Than I Care To Remember," Ray Anthony, Capitol; Ames Brothers, Coral; Bill Farrell, MGM; Gordon Jenkins, Decca. "Rag Mop:" smash hit of two seasons back being revived by film, recorded at least once by every leading label, including: Paul Weston, Capitol; Leon McAuliff, Columbia; Foggy River Boys, Decca; Johnny Bond, MGM; Jim Bradford and Romano, RCA-Victor.

On Moonlight Bay (Warner Bros.)
Records available: Doris Day album, Columbia, includes: "Moonlight Bay," "Tell Me," "Till We Meet Again," "Every Little Movement," "Love Ya," "Cuddle Up a Little Closer," "Christmas Story," "I'm Forever Blowing Bubbles."

Rich, Young and Pretty (MGM)
Records available: "L'Amour Toujours," Jane Powell, David Rose and Orchestra, MGM; "We Never Talk Much," Jane Powell, Dave Rose and Orchestra, MGM; "I Can See You," Woody Herman and Orchestra, MGM. Also MGM sound track album, includes: "Wonder Why," "I Can See You," "Dark Is the Night," "My Little Nest of Heavenly Blue," sung by Jane Powell; "There's Danger in Your Eyes, Cherie," "L'Amour Toujours," sung by Danielle Darrieux; "We Never Talk Much," sung by Danielle Darrieux and Fernando Lamas; "Paris," sung by Fernando Lamas.

St. Benny the Dip (UA)
Sheet music available: "I Believe," by Bregman, Vocco & Conn, Inc., 1619 Broadway, N. Y. C. Limited number of title sheets with picture credits, free to exhibitors.
Records available: "I Believe," Dick Haymes, Decca.

Strictly Dishonorable (MGM)
Records available: "Everything I Have Is Yours," Billy Eckstine, MGM.

Sunny Side of the Street (Columbia)
Sheet music available: "Too Marvelous for Words," "Sorrento," "I Get a Kick Out of You," from Harms, Inc., 488 Madison Ave., New York; "I Hadn't Anyone 'Till You," ABC Music Corp., 799 Seventh Ave., New York; "I May Be Wrong," Advance Music, 488 Madison Ave., New York; "Let's Fall in Love," Bourne, Inc., 799 Seventh Ave., New York.

Air Time Aids

Listed here are recorded star interviews, radio scripts, and other air time selling aids available to exhibitors without cost from distributors. Also NSS TV trailer packages at the fixed rate.

The Barefoot Mailman (Columbia)
Transcription platter, 15-sec., 30-sec., 60-sec. spots, all open end. Order from local exchange; shipped from N. Y. C.

David and Bathsheba (20th Century-Fox)
Transcription platter, chain breaks, 30-sec., 1-min. spots. Order from exploitation dept., 444 West 56 St., N. Y. C.

Hard, Fast and Beautiful (RKO)
Transcription platter, 2-min. spots and chain breaks. Available local exchange.

He Ran All the Way (UA)
Transcription platter, 1-min., 30-sec., 15-sec. spots. Order from Exploitation Dep't, 729 Seventh Ave., N. Y. TV trailers available, order from National Screen exchange.

Honeychile (Republic)
Special laugh record, reproducing massed audience laughter, available for theatre front playing. Credits must be added by theatre. Record No. 5002-B, Thomas J. Valentino, Inc., 150 West 46 St., N. Y. C. Price: $2.00 C.O.D.

Little Egypt (U-I)
Transcription platter, ten spots, including 1-min., 30-sec., 20-sec., 15-sec. announcements. All recorded midway-ballyhoo style. Free from U-I studios, Universal City, Calif.

Mark of the Renegade (U-I)
Personal interview record, Ricardo Montalban, five-minute transcription, open end. Announcer's script with each platter. Order from radio dep't, U-I, Universal City, Calif.

The Mob (Columbia)
Transcription platter, all open end, 15-sec., 30-sec., 60-sec. spots. Order from local exchange.

Peking Express (Paramount)
Free transcription platter, nine spots various lengths. Also free Hollywood chatter script, mimeographed, can be used for single items for various shows or in entirety for full show. Available from pressbook editor, 1501 Broadway, N. Y. C.

St. Benny the Dip (UA)
Transcription platter, open end, contains 1-min., 30-sec., 15-sec. spots. Free from UA exploitation dept., 729 Seventh Ave., N. Y. C. TV trailer, available from local National Screen exchange.

Saturday's Hero (Columbia)
Transcription platter, 15-sec., 30-sec., and 1-min. open end spots. Order through local exchange. TV trailers, available on order from National Screen.

Show Boat (MGM)
Star interview platters, Kathryn Grayson, Joe E. Brown. Order from local exchange.

That's My Boy (Paramount)
Transcription platter, nine spots varying lengths, using Martin and Lewis. Also five-minute Hollywood chatter script. Both obtainable Paramount pressbook editor.

The Law and the Lady (MGM)
Greer Garson star transcription suitable on disk jockey or other radio programs. Order from MGM exchanges.

Thunder on the Hill (U-I)
Five-minute interview platter, Ann Blyth. Available free from U-I studios, Universal City, Calif.

Pick of the Magazines

Listed are current and forthcoming pictures chosen by magazine editors for special citations, or recognition for specific qualities of merit—material which can be used by exhibitors for local level promotions, lobby displays and advertising copy.

A Place in the Sun (Paramount) — Holiday Magazine, September choice. Cites film as "one of the great movies of all time." Cosmopolitan —Louella Parsons citation, best tragedy, September.

A Streetcar Named Desire (Warner Bros.)— Coronet recommendation, September. Look recommends as "among Hollywood's rare great movies."
Cosmopolitan—Louella Parsons citation; best production of the month, October.

Bright Victory (U-I)—Cosmopolitan—Louella Parsons citation, Arthur Kennedy for best performance, September.

David and Bathsheba (20th Century-Fox) — Cosmopolitan—Louella Parsons citation, best drama, September.

Here Comes the Groom (Paramount)—Cosmopolitan—Louella Parsons citation, best comedy, September.

National Tie-In Directory

Where to write directly for information regarding contests, merchandising tie-ins, and other pre-selling aids.

Columbia Pictures Corp: Harry McWilliams, Exploitation Director, 729 Seventh Ave., New York 19, N. Y.

Lippert Productions: Marty Weiser, 5746 Sunset Drive, Hollywood 37, Calif.

Metro-Goldwyn-Mayer: Dan S. Terrell, Exploitation Director, 1540 Broadway, New York 19.

Monogram Pictures Corp.: John C. Flinn, 4376 Sunset Drive, Hollywood 37, Calif.

Paramount Pictures Corp.: Fred Goldberg, Promotion Manager, 1501 Broadway, New York 19.

RKO Radio Pictures, Inc.: Exploitation Director, 1270 Sixth Ave., New York 20.

Republic Pictures Corp.: Steve Edwards, Advertising and Publicity Director, 1790 Broadway, New York 19.

20th Century-Fox: Stirling Silliphant, Promotion Director, 444 West 56th St., New York 19.

United Artists Corp.: Leon Roth, Promotion Manager, 729 Seventh Ave., New York 19.

Universal-International: Charles Simonelli, Exploitation Director, 445 Park Ave., New York 22.

Warner Bros.: Abe Kronenberg, 321 West 44th St., New York 19.

CHESTER FRIEDMAN
EDITOR
HUGH E. FRAZE
Associate Editor

BOXOFFICE Showmandiser SECTION

PRACTICAL IDEAS FOR SELLING SEATS BY PRACTICAL SHOWMEN

Patrons at 'Hornblower' Judge Marine Gadgets

A scavenger hunt conducted with the assistance of radio station WNDR was one of many fine promotions set up by Sol Sorkin, manager of Keith's Theatre in Syracuse, N. Y., for "Captain Horatio Hornblower."

Announcements on the radio invited listeners to hunt up cutlasses, sabers, telescopes, cannonballs, ship models, maps, charts, etc., for display in the theatre lobby and a chance at a prize. Two days after opening, the articles were brought on stage and judged by audience applause on the basis of the hardest to get, the most interesting, and the oldest. Valuable prizes were promoted for the first three winners, and every "hunter" received a pair of guest tickets. Innumerable radio plugs were garnered throughout the contest.

The Curtis Publishing Co., which got out a special edition of the book on which the picture is based, was supplied with truck posters, in five colors, 25 one-sheets and 100 newsstand cards. Curtis imprinted these with theatre and playdate information at no cost to the theatre. The one-sheets were used in the windows and on the counters of W. T. Grant, McCrory, Woolworth and Kresge stores, tied in with a display of the book. The 8½x11 cards were planted with virtually every newsstand and news store in the city, and ten Curtis trucks were bannered with posters.

Routine exploitation began two weeks ahead of playdate with a regular 24-sheet board and a lobby 40x60. Two-color teaser cards were spotted around the theatre for almost two months in advance.

Lobby door panels heralded "Hornblower" three weeks before opening, and they were also used in the inside lobby so that patrons caught the announcement coming or going.

Sorkin invited navy brass to the opening night performance at which they were photographed and interviewed by newspaper reporters. The naval establishment in the Syracuse area loaned the theatre oldtime ship models for lobby display.

Action stills from the picture were used profusely in the Syracuse main library and eight branches, tied in with a display of C. F. Forster's "Captain Horatio Hornblower" books. One hundred window cards were judiciously planted around town in such locations as playgrounds, boys clubs, camps, swimming pools, baseball diamonds and children's recreation centers.

A teaser trailer preceded the use of the regular trailer two weeks later. Radio and newspaper coverage was excellent, with art and stories in the movie section of both papers in addition to special stories on the radio and TV pages. Scene mats were planted in the Italian Gazette, the Jewish Chronicle and the Syracuse Daily Orange.

Store Tieup Stimulates FPC Houses in Winnipeg

A weekly series of Hopalong Cassidy features playing several suburban theatres of the Famous Players circuit in Winnipeg, is supported by a T. Eaton Co. tieup arranged by Dave Robertson. Each participating theatre distributed punch cards to children at the beginning of the summer vacation. Youngsters obtain a card punch for each week and turn them in on the tenth week, when a drawing will be held for a complete Hopalong Cassidy outfit. The Eaton firm supplied each theatre with one complete outfit.

There's More Than One Way to Keep Kids' Summer Trade

That's all Kiddies
KORKY

Charles Greer, manager of the Lensic Theatre, Santa Fe, N. M., has an attraction which makes the Saturday matinee show a "must" for every kid in the neighborhood. It's Korky the Clown who draws upside down pictures and comic cartoons mixed in with slapstick comedy and magic tricks. The kids really eat it up. Korky also gets into the games and contests which the youngsters are eager to compete in for prizes. A nine-cent admission and free cookies to kids celebrating their birthdates works like a magnet.

COME ALONG WITH US WE'RE GOING TO SEE–
1ST TIME AT POPULAR PRICES
CYRANO
MIDTOWN
CYRANO
HE WAS THE THREE MUSKETEERS IN ONE AND ONE LOVER IN A MILLION!
CYRANO

Here's an interesting phase of the campaign which helped promote "Cyrano de Bergerac" for Arthur Kern, manager of the Midtown Theatre in Philadelphia. The campaign emphasized the romantic and action theme of the production.

19 Hours of Broadcasting From Theatre Is Record

A tieup through the summer which produces exceptional radio advertising for the Hiser Theatre, Bethesda, Md., is reported by Manager Ray Gingell. The deal calls for a three-hour air show Monday through Friday broadcast from the theatre stage. Radio station WBCC is hooked in on the promotion, using the stage for Doug Bailey's grind record program. The theatre gets several mentions each day plus announcements of the current attractions.

On Sunday the station uses the theatre for its Talent Showcase program, giving amateur performers an opportunity to show their talents before a microphone and live audience.

In return for the extensive publicity the theatre gets, Hiser allows the station to use the auditorium, stage, piano and organ.

Newark Stadium Helps Promotion of 'My Dust'

A tie-in with the management of the Ruppert stadium in Newark, N. J., helped "Excuse My Dust" for M. L. Sharf, manager of the State. Sharf offered a special trophy to the winner of a 25-mile event of the weekly auto races. Among the entrants in the race were two nationally known racing stars. The theatre received excellent publicity on the event, both from the press and via loudspeaker announcements at the Stadium. The trophy was placed on display in a case in the theatre lobby.

Servicemen Get Passes

George Sawyer, manager of the Victory in New London, Conn., rates weekly newspaper publicity on his current shows by working with the Red Shield of New London, a servicemen's club sponsored by the Salvation Army. Sawyer provides the club with a number of theatre passes as a gesture of goodwill. Papers announce the hospitable offer and add plugs on current shows.

Drive-In Parties Fans On First Anniversary

Patrons of the Do Drive-In near Mobile, Ala., were treated to ice cream, cake and chewing gum on the first anniversary of the theatre's opening. A birthday cake was provided by Manager E. I. Fessler which was intricately decorated and topped with a miniature reproduction of the drive-in, complete with cars, screen, etc. According to Fessler, 2,000 cars attended the celebration with more than 6,000 patrons getting a slice of cake at the party.

National Shirt Shops Aid 'The Thing' in Miami, Fla.

Charles Whitaker, manager of the Paramount in Miami, Fla., tied up with the manufacturer's representative for National Shirts as part of his campaign for "The Thing." All National Shirt Co. stores in the Miami area used window displays built around the company's product identified as "The Thing," with posters and stills plugging the Paramount attraction.

Fire escapes and sidewalls of the Carolina Theatre, Winston-Salem, are utilized by Manager U. K. Rice to advertise coming screen attractions. The signs face busy thoroughfare adjacent to the theatre.

Birthday Kiddy Klub At Drive-In Offers Some New Angles

A Birthday Kiddy Klub, launched by Evan Thompson, manager of the Berkshire Drive-In at Pittsfield, Mass., has several unique features intended to give the theatre long-range benefits. Members, all of whom are under 12 years of age, are admitted free when they attend the theatre with their parents.

The Klub is co-sponsored by the Model Dairy Co. The dairy sends each member an ice cream cake on his birthday and the theatre supplies a guest pass for the occasion.

To enroll a membership for the Klub, Thompson prepared 15,000 heralds which had a "request for membership" application imprinted at the bottom. These were distributed to theatre patrons, to route customers of the dairy and via house-to-house coverage.

Each child receives a numbered membership card and lucky numbers are posted each week at the concession building with the winners getting dairy-donated prizes.

Thompson has built up an effective mailing list from the applications he received which will have permanent benefit to the theatre in promoting coming attractions. Radio station WBEC has given the Kiddie Klub several free plugs and makes weekly announcements on the activities of the group.

Cardboard Boxes Make 'Planet' Flash Front

Edward Barker, manager of the Crystal Theatre, Topeka, Kas., put on a campaign for "The Man From Planet X" that brought excellent returns and cost nothing but effort and ingenuity. The Crystal operates with a minimum advertising budget so Barker salvaged some waste materials around the theatre and constructed a flash front. He did all the art work himself, using cardboard boxes for background cards.

He also contrived a "Planet Man" costume from red underwear and vacuum cleaner tubes, and fashioned a head gear from a large candy jar. This outfit was paraded on the streets every day.

Junky Farm Equipment Displayed for 'Kettle'

A "two-bit" display, which set his budget back just that much in cash, is credited with attracting extra patronage to the Rialto in Stanton, Neb., by owner-manager, C. J. Kramer. The veteran theatreman dragged out an old crate, walking cultivator, coal bucket, sawhorse and other sundry items and implements used by farmers and displayed them along the sidewalk in front of the theatre. A card called attention to the "Ma and Pa Kettle Back on the Farm."

Big Display for 'Boat'

A 24-foot display board in the lobby of the Century at Baltimore proved an effective selling medium for "Show Boat." The art display was conceived by Jack Sidney, publicist for Loew's Theatres in the city. Stretching from the floor to ceiling, the immense display was artfully covered with color blowups of the stars, and strong selling copy.

Army A-Poster Boards Carry 'Cyrano' Plug For Adams, Detroit

Norman Meyers, manager of the Adams in Detroit, had cooperation from the army recruiting service as part of his campaign for "Cyrano de Bergerac." One hundred and fifty army A-boards used for recruiting were covered with one-sheet posters headed with copy: "'Cyrano' returns to the Adams, the greatest soldier of fortune of all time. Be a modern soldier of fortune with the U.S. army."

Educational tieups were instrumental in getting extra patronage during the picture's engagement. The English literature department at three colleges were supplied with school study books which were made the subject of classroom discussion. Additional books were distributed to teachers of public summer schools and were directed to French-language and drama classes because of the obvious interest these groups have in the "Cyrano" theme.

City and county libraries displayed posters advertising the theatre dates and recommended the novel and other period books available to the public.

Cooperation was obtained from the local news company which produced almost 1,000 displays in drug stores, bookshops and newsstands, tieing in the Classics Illustrated comic version of "Cyrano." Two hundred half-sheet displays were arranged in outlets through the Bantam book tieup with the Carter publishing company.

A major drugstore chain used window displays and interior posters tieing in perfumes, with special emphasis on the Evening in Paris product. Letters urging cooperation in publicizing "Cyrano" were sent to all French societies and to the French consulate office.

On the Sunday before opening, a sky banner with the picture title was flown over Briggs stadium where it was seen by an enormous crowd attending an American league baseball game.

Prison Bars Simulated For Crime Feature Duo

Frank Manente, manager of the Esquire in Toledo, built a huge setpiece which was boxed with prison bars and displayed in the lobby on the double feature of "Dillinger" and "The Gangster." A flash lighting effect attracted patrons and passersby to view authentic stills of Dillinger's career of crime. For current ballyhoo, a flash front was built with the prison bar effect covering all frames.

Antique Cars Parade For 'Excuse My Dust'

A parade of old automobiles bearing duster-clad girls helped to exploit "Excuse My Dust" for Al Harris, manager of the St. James, Asbury Park, N. J. Use of the cars was promoted from a collector in a nearby town. The vehicles included an air-cooled Franklin, an electric car and a 1908 Maxwell. Bannered with signs advertising the St. James playdates, the cars attracted lots of attention as they were driven around through business and residential areas.

Planet Man Attacks Theatremen; Newsman Photographs Invasion!

Planet man "invades" Civic Theatre lobby and "attacks" Manager John Roberts, assistant J. J. Williams and H. M. Addison of UA.

John A. Roberts, manager of the Civic Theatre in New Orleans, took advantage of a recent holiday (July 4), which most people spent in indolent relaxation, to execute some effective promotion for "The Man From Planet X," which opened at the Civic the following Saturday. The pressbook handbills made up as replicas of a daily paper extra were distributed at the beach, parks and at neighborhood newsstands. The makeup turned the trick in attracting the attention of curious, carefree loungers.

A black streamer on page one announced "Invasion From Space." "Extra" followed beneath the streamer in somewhat smaller type on either side of an inconspicuous lettering giving the name and address of the theatre. The four-column art displayed the weird creature from another world staging a one-man invasion against armed marines in attempted defense.

At a time when most persons are acutely conscious of the possibilities of conquering space and there is a general comprehension of guided missiles, the extras were grabbed up seriously for most part by holiday-makers. Youngsters walked through the parks and along the seawall where picnickers spread their lunches and around the beach, imitated the impassioned cry of newsboys "Extry, Extry, Get your extry! Invasion from space! The man from Planet X has reached the earth!" Although a good many bathers started digging into waterproof pockets for nickels, most of them grabbed the extras first, intent upon the headlines. The youngsters themselves got the biggest kick out of the performance of anyone, but they managed to keep a straight face until the purchaser caught on to the gag. As one kid put it, "They were dead serious, too."

A noticeable result of the performance, they explained, was that none of the takers threw their extras down, once their attention was attracted. Many of them enjoyed it so much that they returned to their own parties and pulled the trick on them. Drugstore newsstands reported considerable interest among late morning stragglers who came in for papers. The black 96-point streamer immediately caught their eyes.

Manager Roberts staged a personal performance outside the theatre on the day before opening. Patrons and passersby stopped curiously to watch an "invasion" being staged in the lobby. A weird creature attired in the costume of Mr. Planet X, and wearing an inhuman false face, held Roberts at pistol point along with assistant J. J. Williams and United Artists advance man H. M. Addison, all of whom were cowering on the floor while a newspaper cameraman made some shots. The Planet man was Roberts' nephew, James L. Wise. His appearance was so formidable that one woman watching the proceedings jumped back horrified when she realized that the New Orleans States' cameraman, Ralph Uribe, was at work. She muttered in retreat, "Not with that THING!"

Window cards were used extensively.

Relief Manager Active On Cortland, N. Y., 'Dust'

Acting as relief manager during vacations at the State in Cortland, N. Y., George Eiff made several tieups to promote "Excuse My Dust." On opening day, he had a smashed car placed out in front of the theatre with a sign, "Autos Go Faster Since the Days of 'Excuse My Dust'—Drive Carefully, etc." The safety tie-in aroused plenty of word-of-mouth publicity.

Window displays were arranged with a gas burner company and the Singer Sewing Machine Co. A 1909 Buick, suitably bannered with tie-in copy, and a 1914 truck ballyhooed the picture in advance and current.

Mule Riders Admitted Free to See 'Francis'

Tom Muchmore, manager of the Warners Theatre in Fresno, Calif., advertised that anyone riding a mule would be admitted to see "Francis Goes to the Races" on opening day of the picture's engagement. Teaser ads included a cut of a talking mule and the message was printed in letter form over the signature of "Francis."

Muchmore placed an ad in the personal columns of the local papers, with copy: "To all my old customers. Please call me at 3-113. Francis." Curious persons who phoned the number were informed by the theatre cashier of the "Francis Goes to the Races" playdates.

Miss America Title At Stake for 1965 As Tots Show Form

Al Meskis, manager of the Egyptian, Milwaukee, pulled a switch on the usual Miss America bathing beauty contest by instituting a search for Little Miss Milwaukee of 1965. Entrants were enrolled from among youngsters from 3 to 7 years old, grown up enough to wear a bathing suit and walk across the theatre stage.

Entry blanks were distributed at the theatre and through cooperating stores in the neighborhood. A trailer and lobby display, both used three weeks in advance, helped to attract contestants and promoted interest in the event.

Meskis lined up a sponsor who donated a $25 cash prize for the winner. Other merchants contributed dolls for the contestants and devoted attractive window displays to advertising the competition.

Recognizing the reader interest in a gimmick of this type, especially among parents and friends of the contestants, the Milwaukee Sentinel and the Milwaukee Journal used art layouts and stories during the week before the contest.

Because of the tremendous local interest aroused by the junior beauty contest, station WTMJ-TV decided to film the stage presentation for inclusion in the weekly newsreel, at no cost to the theatre.

Belle Breaks Bottle Across Boat's Bow

R. Crossley, manager of the Beacham Theatre at Orlando, Fla., developed a novel angle to exploit "Show Boat." Crossley arranged for the christening of a Chris Craft motor boat, directly in front of the theatre on opening night. The local newspaper picked up the story and a huge crowd turned out to witness the event. An attractive southern belle broke a bottle of fizz water across the bow. The boat was named for the picture and was brought to the theatre on a trailer-truck.

The theatre was decorated with pennants, the lobby was literally covered with "Show Boat" signs and posters and the doorman took tickets from a cabin simulating the deck of a ship. Nine window displays were promoted with record shops and vendors of Lustre Creme shampoo.

Ballyhoo Has Payoff For Jake Weber

Street ballyhoos helped to promote interest in two recent attractions for Jake Weber, manager of the Liberty Theatre, Herkimer, N. Y.

In conjunction with "Ma and Pa Kettle Back on the Farm," Weber had an usher and the candy girl dressed to represent characters seen in the film. The duo paraded the main street, with signs heralding the theatre playdates.

For "Valentino," the candy girl, dressed as a bobby soxer, picketed the theatre with a sign: "Unfair . . . they won't let me make love to 'Valentino.'"

During slack hours at the theatre, an usher distributed envelopes filled with sand, imprinted: "This envelope contains dream sand. Put this under your pillow and dream about 'Valentino' at the Liberty, etc., etc." The envelopes were passed out to women.

Theatremen Promote 'Francis' Ballyhoo

Jack Hegarty, manager of the Gateway Theatre, Fort Lauderdale, Fla., had an effective assist from Ralph Wilson, his house manager in exploiting "Francis Goes to the Races."

The theatreman promoted a mule and a flat-truck for a street ballyhoo. The truck was bannered with posters and signs lettered with humorous copy, and toured the shopping and residential area during the playdates.

Wilson was asked to describe the ballyhoo on the WBRD Man on the Street program. He mentioned the picture and theatre booking several times.

Two leading shoe retailers devoted window displays to satin mules and tied picture accessories in with signs announcing the Gateway attraction. Fifty window cards were spotted in stores with special copy giving the picture an endorsement by "Francis."

Civic Endorsements Sell Youth Program

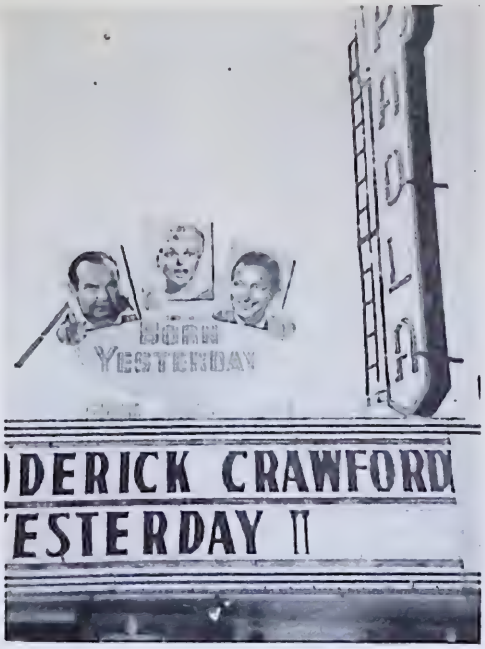
The double-bill combination of "Teen Age" and "Youth Aflame" was well publicized by Manager Harry Wiener of the Eckel Theatre, Syracuse, N. Y., through the cooperation of the child welfare department. The head of the department notified all interested organizations of the theatre attractions and persuaded a local judge, who presides over the grand jury, to release a press statement against delinquent youth, in which he urged all Syracuse parents to see the Eckel program.

Scene blow-ups were incorporated into a flash front for current ballyhoo and Wiener made personal stage announcements a week in advance of playdates in which he urged patrons to see the program.

Clergy Previews 'Voice'

L. J. Brown, manager of the Rex Cinema in Stratford, London, England, screened "The Next Voice You Hear . . . " for members of the clergy two weeks in advance and thus aroused word-of-mouth publicity. Civic dignitaries, leaders of youth organizations and press representatives also attended the screening.

Dawn Breakfast Show Starts 'Yesterday' At Paola, Kas.



Lobby display built by Manager Dan Flanagan serves double duty as marquee setpiece during current run of picture.

A dawn show at which patrons received breakfast consisting of orange juice, doughnuts and coffee was the highlight of Manager Dan Flanagan's campaign for "Born Yesterday" at the Paola (Kas.), Theatre.

The breakfast show started at 6:30 in the morning and was well advertised in advance through newspaper ads and readers in the daily papers. Flanagan made an attractive lobby display, using star heads taken from a six-sheet and colorful lettering on the display board. This was used in the lobby ten days in advance and moved to the top of the marquee during the current playdates. Teaser ads were run in the daily papers to stimulate advance interest in the picture.

Flanagan made arrangements with the distributing company to mail 1,500 postcards from the St. Moritz hotel in New York to regular theatre patrons in Paola. Two thousand special handbills were distributed house-to-house.

Sells Co-Op Programs

The summer ad budget has been reduced by Herman Berlin, manager of the Laurelton (N.Y.) Theatre, through merchant co-op ads which appear on the house programs. For seven weeks in succession, Berlin promoted a sponsor to underwrite the cost of the programs. The merchant ads appeared on the back page.

Harmonize for 'Moonlight'

Rodney Collier, manager of the Stanley in Baltimore, promoted a harmony quartet contest on "Moonlight Bay" over the Kitty Dierken show on station WWIN.

Now Only Memories Of Calgary Film Set

CALGARY—The handsome hero leaned over and kissed the heroine as she casually produced her trusty guitar and played a tune to the wire-supported moon over Lake Louise. Then, as the sun sank slowly, they rode away together to the Calgary Exhibition grounds.

The scene was Calgary's first motion picture set. The date: 1927. It was Calgary's lone entry into the production business—a rootin'-tootin' epic called "His Destiny."

All that remains of it now is a brilliantly colored booklet describing the "stupendous story of the foothills of Alberta" that was "sincere and convincing, abounding in thrilling surprises."

Neal Hart, the cowboy glamor man of the 1920s, was the star. He was also the director and in the film was called upon to stop a wild horse stampede. In the booklet, Hart is pictured wearing a wide-brimmed hat, pearl buttoned shirt and fancy riding pants. He is also shown in a dark suit with a black tie wearing the worried look of a director.

The rest of the cast was home-town talent. Joe Big Plume, chief of the Sarcee tribe, played an Indian chief. Mary Cross, "Queen of the Saddle—a native of Calgary," was the heroine, one of whose accomplishments in the film was riding a democrat—a light, two-seated, uncovered wagon—down the streets of Calgary to a ranch. The sun porch of the Pallister hotel was one of the screen ranch houses. The city courthouse was another.

But, as the booklet puts it, "His Destiny" was more than a picture; it was grim reality that arouses every human emotion and causes amazement at the startling situations that follow in rapid succession."

The only trouble was that it was too grimly real and amazing for the patrons.

Profit in Booking Tour Taxable, Board Rules

MONTREAL—A theatre manager who made more than $15,000 running a trans-Canada tour for a British entertainer must pay income tax on his gains, the income tax appeal board ruled in one of a series of judgments handed down on the weekend. The theatre manager appealed against being taxed on his share of the tour profits in addition to his regular salary during the year 1949. He contended it was not income but in the nature of winnings on a "one-time gamble" since, had he made a loss on the venture he would not have been allowed to deduct the loss from his other income.

The board said it was obvious the man went into the undertaking for the purpose of earning income. It noted that it bore a close relationship to his normal work.

Actor Sues Circuit

VANCOUVER—Juan Root, radio actor and master of ceremonies of Vancouver, has started suit in supreme court against manager Ivan Ackery and the Famous Players circuit, alleging misuse (via a trailer on the screen) of his name. The actor's counsel said the suit would allege that Root was advertised to appear at the Orpheum Theatre without being consulted on the subject. There has been no comment from Famous Players to date.

Prizes to 100,000th

Frank Willis, manager of the Gaiety, Winnipeg, is seen presenting a $10 bill to Mrs. William McKibbin, Fort Garry, who was the purchaser of the 100,000th ticket to the Winnipeg engagement of "The Great Caruso." Peter Boychuck, assistant manager, is seen on the left, holding other gifts for Mrs. McKibbin, among which were an album of Mario Lanza's recordings donated by RCA Victor, an autographed picture of Mario Lanza, two pounds of Del's candy, a Silex donated by an electrical firm. "The Great Caruso" has broken all attendance records and was held for a seventh week.

Detroit Newspaper Joins Toronto-Pickford Affair

TORONTO—Newspapers here have quoted the comment of the Detroit Free Press in its commendation of the civic officials here for rejecting the proposed statue of Mary Pickford on a site near her birthplace in Toronto. The Detroit paper complimented the Toronto civic committee members for their "good sense" in turning down the project and pointed out that Miss Pickford had renounced her Canadian citizenship and suggested that if she, herself, wanted to do something for her former home town "it would be quite appropriate for her to use some of her millions to endow, not a few, but several hospital beds—or to build a new hospital."

The suggestion was in reference to the new Hospital for Sick Children, near which the house in which Mary was born was formerly located. The statue, proposed by a private group, was to have been erected close to this hospital.

Ontario MPTA Appoints Don Gauld to Board Seat

TORONTO—Don Gauld, Ontario supervisor of Odeon Theatres, Ltd., has been appointed to the vacancy on the board of the Motion Picture Theatres Ass'n of Ontario caused by the recent death of President Stan Gosnell, who was also manager of the Toronto Uptown Theatre. Gauld is well known in the province because of his frequent business trips and knows the different situations well.

Harry Mandell was named president of the Ontario MPTA for the balance of Gosnell's term. Mandell has served as vice-president since the annual meeting last October.

Eddie Bracken will play a starring role in Warner Bros.' musical in color, "About Face."

Blanket Bookings Saturate Toronto

TORONTO—Group bookings have become the rage in Toronto this summer, many theatres combining for day and date engagements by such circuits as Famous Players, Canadian, 20th Century Theatres, Canadian Odeon and Bloom & Fine Theatres.

A bill topped by "Rawhide" played as "The Show of the Week" at five Famous Players units, the Alhambra, Beach, College, Parkdale and St. Clair. At the same time, "The Texas Rangers" and "China Corsair" were playing at six 20th Century theatres, the Downtown, State, Crest, Glendale, Scarboro and Mayfair.

Another group of four units of 20th Century thatres, the Midtown, Parkdale Odeon, Esquire and Circle, had the same program, "Apache Drums" and "Ghost Chasers." Still another three theatres, the Brock, Kenwood and Lake, had "Santa Fe" and "Smugglers' Island."

Two pairs of B&F units were showing the same bills, the Carlton being teamed with the Prince of Wales, and the Donlands with the Grover. Four Canadian Odeon units were teamed for a pair of reissues, "'Stairway to Heaven" and "Black Narcissus," the theatres being the Fairlawn, Danforth, Humber and Christie.

Famous Players regularly has three teams of leading local theatres, Shea's with the Eglinton, University and Nortown, and the Tivoli with the Capitol.

Vancouver Wage Dispute Before Mediation Board

VANCOUVER—The wage dispute of motion picture projectionists and theatre operators will go to a conciliation board. Discussions through mediation officers have brought no results, a union spokesman indicated. The Odeon management withdrew its offer, which was higher, and Famous Players is offering a raise of 25 cents a week for each point raise in the cost-of-living index above that of September 1949, when it stood at 162 (it's now 191 and a sore spot with labor unions in Canada.) That would be $6.25 a week or 17 cents an hour for a 36-hour week. IATSE projectionists union 348 is asking a 50-cent hourly wage hike for British Columbia booth workers. The prevailing rate averages around $2.15 an hour.

Lab Technician to Trial

VANCOUVER—Peter Jorgenson, 22-year-old film technician, was committed for trial on a charge of arson arising out of a fire in his film plant which destroyed film insured for $250,000. Jorgenson was arrested after fire wardens investigated two blazes in his studios on Vancouver's east side. The court also ordered psychiatric examination of Jorgenson, who also was charged with perjury covering statements he made.

Variety Menu Improved

TORONTO—Since the appointment of George Milton, well-known restaurateur, as steward-manager of Variety Tent 28, the clubrooms have become increasingly popular as a rendezvous of members and friends in search of refreshment.

OTTAWA

The Capitol, largest Famous Players' unit in Ottawa, is to undergo extensive renovations, including the installation of the latest type of opera chairs in the balcony. The increased leg room will mean a reduction of 140 seats in the capacity, approximately 2,380 . . . The Britannia Drive-In near here operated under the supervision of District Manager Ernie Warren, has put in a completely equipped playground free to the children of patrons. The unit is having an excellent season.

William Ferah, owner of the Strand in Ottawa South, is using his newspaper advertising as a direct attendance stimulant. Readers are invited to clip out the current advertisement and exchange it for a complimentary ticket . . . Bob Maynard, manager of the Francais in Lowertown, staged a vaudeville program in conjunction with the film bill Saturday night (11), using a number of amateur acts.

Frank Gallop, manager of the Center, came back from his holidays to find that business had been good, thanks to the pictures he had booked before he vacationed . . . The Canadian government has issued a proclamation which sets Monday, October 8, as the national Thanksgiving holiday. The next holiday is Labor day, September 3, and exhibitors have already planned special midnight shows.

The large hall of the LaSalle academy on Guigues street is again to be used as a theatre, commencing in September, although the religious authorities had intimated last June that the facilities would henceforth be utilized for other purposes . . . Looking greatly refreshed, Mrs. Gordon Beavis, wife of the Odeon manager, has returned to Ottawa after a lengthy stay in Peterboro to recuperate from an operation . . . A summer course on motion picture subjects wes conducted last week at Queen's university, Kingston, the lectures being attended by screen enthusiasts.

"Around Is Around," produced by Norman McLaren of the National Film Board, is scheduled to be shown at the Canadian National exhibition, Toronto, and at the Edinburgh Film festival, the latter starting August 19 . . . George Forhan jr., assistant to Manager Henry Marshall of the Regent, holidayed with his father, who is the manager of the Belle at Belleville, Ont.

At the Glebe, Manager Barry Carnon organized an inducement for the kids on the opening day for "Drums Along the Mohawk" and "Mark of Zorro." The first 100 at the matinee received a gift . . . Henry Marshall, manager of the Regent, had a holdover for a second week in "The Thing" . . . Not so many Sunday midnight shows were in evidence in connection with Civic holiday as for previous holidays. Manager Gord Beavis had "On Moonlight Bay" on the Odeon screen for the owl performance while Manager Ernie Warren at the Elgin swung in with "Cyrano de Bergerac."

'Browning Version' Near House Record in Toronto

TORONTO—"The Browning Version," now in its 13th week at the Odeon Hyland at this writing was about to equal the house record of 14 weeks set by "The Chiltern Hundreds" last year. According to Manager Vic Nowe, three other features have had engagements of nine weeks at the Hyland, "Tight Little Island," "Kind Hearts and Coronets" and "Trio."

Baseball Follows Suit

TORONTO—Premiums, extra attractions and stunts have become the vogue for International league baseball teams at Toronto and Ottawa, the club owners having taken a leaf out of the book of neighborhood theatres in providing special inducements. One of the latest sideshows of the Toronto baseball club is a flagpole sitter, while vaudeville acts and giveaways are frequent in connection with home games.

Stabber Attacks Seamen

HALIFAX—Police have been unable to identify a man who made a practice of jabbing visiting U.S. sailors with a knife while they were seated in theatres. When police searched him after his arrest they could locate nothing which would identify him. All summer U.S. cruisers, battleships, destroyers, patrol boats, etc., have been putting into this harbor for stays of a day to a week.

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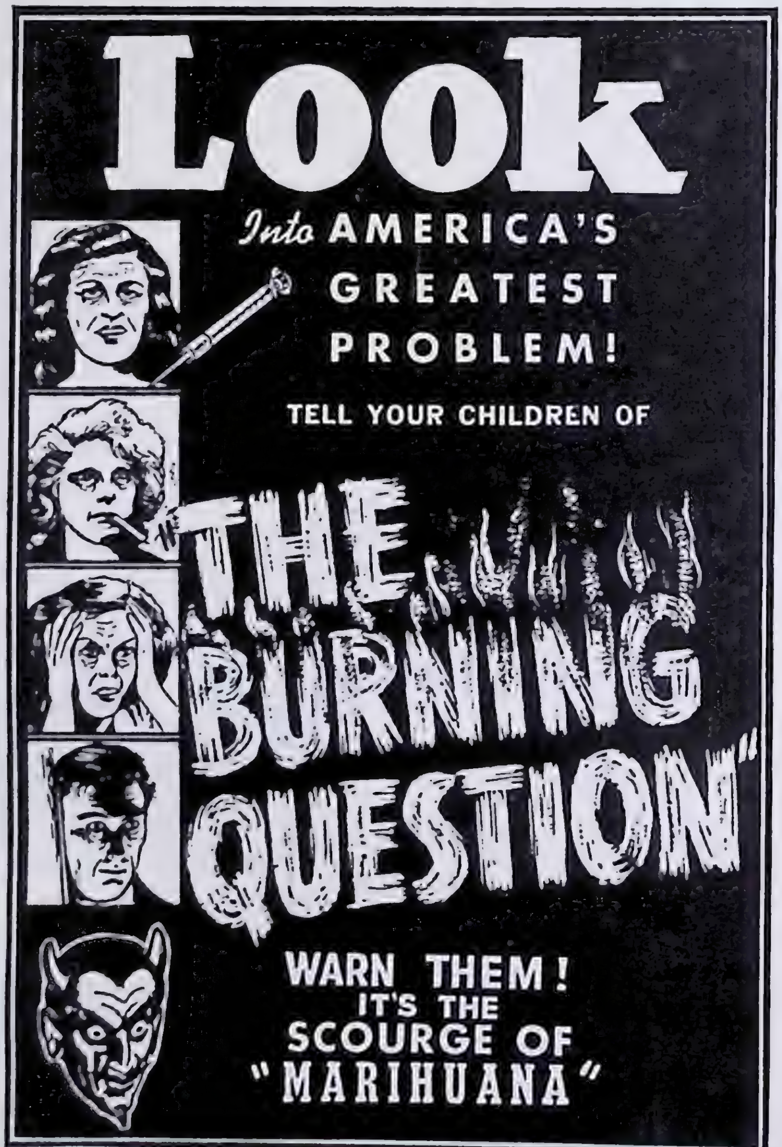
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MONTREAL

Gerry Chernoff, Montreal district manager for 20th-Fox, in conjunction with Decca Records Co., screened "On the Riviera" for disk jockeys. Chernoff was interviewed about the feature over CFCF by Lee Hamilton, disk jockey at the Esquire showbar. "On the Riviera" followed "The Great Caruso," which finished a seven-week run at Loew's . . . Montreal's motion picture community will get a chance to make two very nice people at home—Raymond and Ruth Allen of Premier Operating Corp. Ray has moved his interests to Montreal from Toronto.

The Orford Co., insurance brokers for United Amusement Corp. and associated companies, will hold its annual golf tournament at St. Johns August 23 . . . Peter Lambert, salesman for SARO, has resigned to become manager of the Provincial Advertising Service, which has opened offices at 5952 Monkland Ave. . . . Glenna Tucker, clerk at United Amusement Corp., will be married in September and reside in Lake Placid, N. Y. . . . Filmrow visitors included Guy Bachand of the Rex in Sherbrooke, and Georges Champagne of the Champagne circuit at Shawinigan Falls.

A new theatre to be named L'Erable is being built at Ste. Emelie de l'Energie by Gaston Bounadaire . . . Harry Cohen, manager of RKO, and his wife have joined Jason Cohen, office manager of Quebec Cinema Booking, and wife as a foursome to motor to Florida on their annual holiday . . . Ralph Bankhart of Boston, exploitation man for RKO, has been in Montreal for a few days . . . Claire Clavet, stenographer at Warner Bros., is on a holiday . . . Gaspe peninsula has been selected by George Turner of the receiving department of Montreal Poster Exchange as the scene of his annual holiday.

Harold Greenberg, manager of the Snowdon, his wife, and George Destounis motored to Miami and took the boat to Havana . . . Johnny Coy, film and night club dancer whose family name is Ogilvie, returned to his native Montreal for a spell at the Continental . . . Phil Maurice of Consolidated Theatres is booking leading shows in New York for the renovated and enlarged His Majesty's . . . Promoters of drive-in theatres in Quebec province regard as hopeless the endeaver to have them legalized, and a large block of land held for that purpose off Decarie boulevard for several years is reported sold.

Hollywood is reported to be planning several new Canadian films, somewhat to the disappointment of Canadian film producing companies which have not been having too prosperous a time. Exhibitors, however, express themselves pleased at the prospect of getting new Canadian films, even if made in Hollywood. Canada's growing supply of United States dollars is reported to have diminished the necessity for the Canadian Cooperation project, which was helpful in bringing American dollars here by making Americans more "Canada conscious."

Jim Sullivan of Melbourne, Australia, owner of the largest chain bakery in that dominion, is also the owner of a couple of theatres and, on a visit here, announced that he is going to Hollywood "to see what goes on there," and adapt any suitable discoveries to his Australian theatres . . . Atlantic Films and Electronics has been organized at St. John's, Nfld., to take over the electronic division of Motion Picture Supplies, Ltd., according to Derek Marshall, managing director of the latter firm, who will be administrator of the new company. Atlantic Films plans production of films, film strips and slide films, and the installation and servicing of projectors and sound equipment, as well as film processing. It has arranged with Riga-Film of Hamburg for the purchase of laboratory equipment for processing.

Two Canadian government departments are experimenting with blast-proof vaults in which to store highly explosive films and microfilmed government records. Urgent requirements of the National Film Board and growing use of microfilm is responsible for the undertaking. National Film Board's records are at present stored in temporary quarters at St. Eugene, Que., but they will be brought to Montreal as soon as a new storage vault can be built here.

WINNIPEG

Hy Swartz, supervisor for Rothstein Theatres, is spending a vacation in the Twin cities . . . Nate Bresver of the Oak at Brandon, visited the film exchanges . . . Joe Harris has resigned as booker at Empire-Universal . . . The Northmain Drive-In, besides providing a stage show for patrons prior to dusk, gave one gallon of gas free to every car entering the ozoner one night . . . The Eldorado and Pembina drive-ins have joined the Foto-Nite group in Winnipeg, making ten theatres in the Wednesday evening deal.

Paul Johnston has redecorated the Windsor in St. Vital . . . Garnet Wright reports business is average at the Wright in Keewatin, Ont . . . T. Smerchanski of West Kildonan intends to build a $70,000 neighborhood theatre on Portage avenue between Duffedle and Sharpe boulevard, St. James. The 60x118-foot building to be of brick tile with wooden trusses due to the steel prohibition. Forced air oil heat will be used in the one-story theatre.

A film, made by Swift & Co. starring its employes, was shown Sunday (19) at the Northmain Drive-In. Made in the United States, the movie is called "Big Idea" and tells the story of the advantages of the Canadian and American way of life. The plot is built around a tour of a typical American industry by a girl reporter from a totalitarian state, and an American newspaperman.

Fort Garry Kiwanians took over the Pembina Drive-In Sunday for a club theatre night. Proceeds went to the Fort Garry Youth Center . . . One ardent opera lover notified Famous Players that in the six weeks "The Great Caruso" played in Winnipeg, he saw it 12 times . . . A Russian superwestern in color, "The Horsemen," has completed a week's run at the State, only house in Winnipeg that exhibits Yiddish and Russian pictures.

Story of Korean War Wounded

Alan LeMay is developing "Flight Nurse," story of the evacuation of Korean war wounded from the battlefield by transport plane, for Republic release.

MARITIMES

F. H. Fisher of Toronto, general manager for J. Arthur Rank Film Distributors (Canada), Ltd., has returned to the home office after negotiating a number of deals for the company's product during the coming year. Business on British pictures for the year ending this month in the Maritimes have exceeded the weekly average of 1949-1950 by approximately 38 per cent, he said. The Cornwall Theatre, St. John's, Nfld., will play the entire output in the coming season and a deal was consummated to supply theatres in 19 Newfoundland towns with product for the year.

"The Great Caruso" was held over for one day at the Marina, St. Andrews, and drew good business by motorboat from the opposite shore of the St. Croix river mouth on the Maine side of the river . . . The recent death of Ned Harrington, doorman at the Family, Halifax, disrupted a father-and-son doormen combination at two theatres within about 50 yards. Donald, son of the late vaudeville song-and-dance man, has been doorman at the Garrick, where his father was assistant manager before transferring around the corner to the Family. The father and son started together in theatre work.

Fred Spencer, founder and president of the Spencer chain, has delegated most of the direction of his hookup to his two sons, Gordon and Gerald, and is doing considerable motoring around the country. Spencer and his two sons comprise the family since the death of Mrs. Spencer about two years ago. The family home is in St. John, with a summer home at Westfield.

While visiting Israel, Dr. David Klein, a retired member of the faculty of City College at New York, visited the art gallery, and saw a painting donated by J. M. Franklin of St. John, a brother-in-law. To the veteran grammarian, this was the most interesting piece of art in the whole collection. Mrs. Klein is with her husband on the world tour during which they are spending considerable time in the new republic.

While concentrating on a poster exchange currently, Morris Elman, St. John, may widen his present activity and handle independent films for distribution. He was manager of the Alliance Films exchange in the maritimes before establishing his poster exchange in the same building in which Alliance is located . . . Golfers among the exchanges here include Reg March, Lee White, Jack Bellamy, Mickey Komar, Abe Smith and Gerry Hoyt. White recently won a competition at a suburban course.

The seating capacity of the Capitol at Andover is being increased by B&L Theatres from 300 to about 350. A new boxoffice is also being provided . . . Work is continuing on a new theatre at Woodstock for the Spencer chain on the site of a razed hotel. The roof of the new building has been completed, and present operations are on the lobby and front, which will have double doors. The lobby will have a candy and popcorn bar. Edgar Neal, who has been managing the Capitol in Woodstock for many years, also will direct the new theatre. The location is about ten miles from the border near Houlton, Me., and residents of both sides of the boundary are regular patrons of the Woodstock and Houlton theatres.

VANCOUVER

Herb Wolfe, who was with Odeon four years ago, is back with the circuit and was appointed manager of the suburban Olympia, replacing Dorothy Smith, who was moved to the Circle . . . Ken Mayo from the Odeon West Vancouver is the new assistant manager of the downtown Vogue, replacing Tommy Boudreau, now acting as relief manager . . . Dan Ferguson of the Lux staff is laid up with a serious back injury . . . Bob Murphy of the Plaza and Bob Harris have left for a holiday in Hollywood via auto.

Dan Sutherland, local theatre owner, is back from a seven-month tour of Europe, Australia and New Zealand. Sutherland is the owner of the Kingsway, Fraser and Circle, all now under lease to the Odeon circuit . . . Phil Harris of the Jack Benny show is in Vancouver and district on a fishing trip and holiday . . . Bob Kelly, Odeon concession manager, is on vacation in the British Columbia interior . . . Odette Churchill, famous as a British underground leader in France, and about whom a book and motion picture have been produced, is a Vancouver visitor . . . Another visitor was Hazel Marshall of Paramount Pictures' film library in Hollywood . . . Mary Sansum, Columbia Pictures cashier, married Robert Phillips of Vancouver.

Going or coming from vacations are Doug Calladine of the Studio, Orville Burell of the Plaza, Betty Wynne from the Odeon district office, Paul MacEwen of the Strand, Dave Borland, Dominion; Wally Woolridge, Strand; Ken Evans, Warner Bros.; Sydney Walker, RKO; Elliott Brown of the Odeon, Victoria; Jack Brent, C-P Film Delivery, and Alex Myers, Cambie manager.

General Theatre Supply Co. has equipped the recently enlarged Starlight Drive-In at Nanaimo on Vancouver island with Hertner type transverter and Strong lamps, the first of this type in British Columbia . . . GTS also reseated the reconstructed Strand Theatre at Nanaimo. Both are Famous Players units.

Bill Gillespie, now chief engineer at the Orpheum Theatre, has not missed a single day at work in 25 years except for one week two years ago when he was laid up with a back injury. He started at the Capitol Theatre as an usher, became assistant manager in 1933, second engineer in 1937, and chief engineer at the Orpheum, Vancouver's largest theatre . . . Walter Wilson, veteran manager of the Capitol in Edmonton, Alta., was given a front page in the Edmonton papers, as you noticed in last week's BOXOFFICE. Both Wilson and Gillespie are members of Famous Players' 25-Year club.

The Prince George district will get a shot in the arm if the indicated $12,000,000 pulp mill is given a British Columbia government okay. This new industry would prove of considerable help to the northern district, which is 300 air miles from Vancouver. Prince George at present has two small theatres . . . The ball is rolling again for Sunday entertainments and sports in Vancouver. The city and district Trades and Labor council backed a move that will ask the city council for another plebiscite in December revising the blue law controversy. Plugging for "Sunday sports and cultural entertainment," a group of citizens already has nearly 11,000 signatures on a petition asking for city action. Their goal is 30,000 by October. Theatre employes are against the move.

Theatres closed in the province at present include the Rio and York in Victoria, the Lonsdale, North Vancouver, the State in Vancouver, Strand in Chilliwack, the Gem at Grand Forks, Ashcroft at Ashcroft, Astor at Esquimalt, Franklin at Franklin Creek and the Youbou at Youbou. No new theatres are being constructed in British Columbia at present. Two outdoor theatres were opened this year at Victoria and Burnaby.

'Show Boat' Remains Vancouver Leader

VANCOUVER—An assortment of above-par product has held the general trade downtown at a refreshing summer tempo. "Show Boat" on its holdover at the Capitol was the town's leader, outgrossing the big business racked up by "The Great Caruso" at the same theatre. Also doing nicely was "The Frogmen" a the Orpheum but it was only held for a six-day run. "Cyrano" did not fare so well on its second week and exited, being replaced by "The First Legion" at the Vogue.

Capitol—**Show Boat** (MGM), 2nd wk	Excellent
Cinema—**Go for Broke!** (MGM); **The Painted Hills** (MGM)	Good
Dominion—**Along the Great Divide** (WB); **14 Hours** (20th-Fox), 2nd d. t. wk	Fair
Hastings—**Her First Romance** (Col), plus stage show	Good
Paradise—**Abilene Town** (SARO); **Jamaica Inn** (SARO), reissues	Fair
Plaza—**Hollywood Story** (U-I); **The Kangaroo Kid** (JARO)	Fair
Strand—**Santa Fe** (Col); **The Big Gusher** (Col)	Average
Studio—**La Traviata** (Col), return engagement	Good
Vogue—**Cyrano de Bergerac** (UA), 2nd wk	Fair

Five Holdovers in Toronto; 13th Week for 'Version'

TORONTO—Five holdovers were at Toronto first run theatres, the endurance leader being "The Browning Version," which was in its 13th week at the Hyland. Held for a second week were "Excuse My Dust," "On Moonlight Bay" at two theatres and "Fabiola." Business generally was at a fairly good level, with "Alice in Wonderland" well out in front at the big Imperial.

(Average Is 100)

Biltmore—**My Outlaw Brother** (UA); **The Cobra Strikes** (UA)	100
Fairlawn—**Black Narcissus** (JARO); **Stairway to Heaven** (JARO), reissues	65
Hyland—**The Browning Version** (JARO), 13th wk.	80
Imperial—**Alice in Wonderland** (RKO)	125
Loew's—**Excuse My Dust** (MGM), 2nd wk	100
Odeon—**The Secret of Convict Lake** (20th-Fox)	100
Shea's and Eglinton—**On Moonlight Bay** (WB), 2nd wk	90
Tivoli and Capitol—**Appointment with Danger** (Para); **Quebec** (Para)	90
University and Nortown—**Teresa** (MGM)	105
Uptown—**Mark of the Renegade** (U-I)	105
Victoria—**Fabiola** (UA), 2nd wk	95

16 Kid Shows Presented

TORONTO—Bloom & Fine Theatres went after the juvenile trade in a big way on Saturday (11) when 16 of its 20 Toronto theatres staged a special children's film program at noon. The running time of the shows was approximately two hours. In most cases, the regular bills hit the screen at 2 p. m. after the features and cartoons for the kids had been presented. The B&F circuit is affiliated with Famous Players Canadian Corp.

TORONTO

H. C. D. Main added to his activities by taking on the promotional work for the swanky three-day horse show, August 9-11, at Sutton, where he operates the Simcoe Theatre and is a director of the Kinsmen club, which sponsored the equine program. Main is a director of the Motion Picture Theatres Ass'n of Ontario and chairman of the television committee of the National Committee, Motion Picture Exhibitors Ass'ns of Canada. He has theatres elsewhere in Ontario, too.

Angus MacCunn, a director of Famous Players Canadian Corp., has taken his turn at annual holidays, following the vacations of President J. J. Fitzgibbons and Vice-President R. W. Bolstad. MacCunn is manager of the real estate department at the head office . . . The Odeon at Fort William, Ont., under direction of Steve McManus, had quite a time with the alphabet in connection with the program which consisted of "The Man From Planet X" and the second feature, "M." The theme of the advertising was: "If U R Lily-livered Beware of 'X' and 'M.'"

Chief Barker J. J. Chisholm and the executives of Toronto Variety Tent 28 are actively interested in the move to organize a branch of International Variety at Montreal, which would be the second in Canada and the third in the British Empire.

Manager Fred Trebilcock of Toronto university put forward his best promotion effort for "Teresa," using special advertising to appeal to women, this being the Canadian premiere of the picture. Incidentally, this was the second time within a month that an MGM feature had played local Famous Players' theatres, the University and Nortown, this product exclusively playing the two Loew houses here for years. There is a backlog, however, because of many long runs at Loew's in downtown Toronto.

First N. Brunswick Airer Features Dairy Drinks

ST. JOHN—The Valley Drive-In, the first outdoor motion picture theatre in New Brunswick province, is located on a dairy farm owned by Ashley Burnett. Milk is stressed as a refreshment for patrons along with ice cream made on the farm, and egg shakes.

About eight of the 750 acres owned by Burnett have been assigned to the drive-in, which accommodates about 500 cars. Currently, there are 400 speakers in operation. The screen is 45x50 feet and patronage was so heavy at the opening that traffic was a problem on the river road. The equipment was furnished and installed by Dominion Sound under supervision of J. Matthews from Toronto.

The location is about five miles from the heart of Fredericton city. Burnett's home near the drive-in dispenses the refreshments, but a car service for lunches, milk, candy, sodas, ice cream, etc., is being established. Being considered is a glass enclosed swim pool, dance hall, motel, golf course and a bridle path.

Burnett is 44 and lives next to the drive-in with his wife and three children. He is manager as well as owner of the drive-in, which is on a heavily traveled highway paralleling the St. John river.

BOXOFFICE BOOKINGUIDE

The EXHIBITOR HAS HIS SAY ABOUT PICTURES

An open forum in which, for the most part, exhibitors report on subsequent-run showings of pictures. One (*) denotes a new contributor; two (**) is one who has been reporting for six months or longer; (***) a regular who has been reporting for one year or more. These columns are open to all exhibitors.

COLUMBIA

Born Yesterday (Col) — Judy Holliday, Broderick Crawford, William Holden. I was still on vacation so missed this one, but from all reports it must be one great picture. I had hoped to break all boxoffice records as I had heard so many had with it. I did above average business but had to give it an extra day midweek, so I lost on the Sunday change; and by the time I figured it all out, the extra advertising I did on it put me in the red. Don't think it is a small town natural, in any sense of the word. Played Tues., Wed., Thurs. Weather: Hot.—Bob Walker, Uintah Theatre, Fruita, Colo. Small town and rural patronage. ***

Brave Bulls, The (Col)—Mel Ferrer, Miroslava, Anthony Quinn. I wouldn't advise this picture for the small towns, as the trailer alone would let you down. The sound and the voice were terrible and people got the idea that the cast was all-Mexican. Although I thought this was a good show, nevertheless it gave us the worst Sun.-Mon. business in three years. Weather: Good.—Howard C. Bayer, Iowa Theatre, Schleswig, Iowa. Farm patrons. ***

Emergency Wedding (Col)—Larry Parks, Barbara Hale, Willard Parker. We used this on a midweek date and it is very good. I don't think many stayed away because of Larry Parks' recent publicity. Played Tues., Wed.—M. L. DuBose, Majestic Theatre, Cotulla, Tex. Small town patronage. ***

Father Is a Bachelor (Col) — William Holden, Coleen Gray, Mary Jane Saunders. I was a little afraid of this one but I can say truly that it's a nice story and well done. It is perfect for a midweek—the best one in a long time from Columbia. Played Wed., Thurs. Weather: Hot.—Bill Leonard, Leonard Theatre, Cedarvale, Kas. Small town and rural patronage. ***

Flying Missile, The (Col)—Glenn Ford, Viveca Lindfors, Henry O'Neill. The film rental was right on this one and we did average business with it. Played Tues., Wed. Weather: Good.—Howard C. Bayer, Iowa Theatre, Schleswig, Iowa. Farm patrons. ***

Tougher They Come, The (Col) — Wayne Morris, Preston Foster, Kay Buckley. This is a good little action programmer that will hold up on the weekend action spot. I doubled with "Fort Savage Raiders" to average business and had no complaints. Played Fri., Sat. Weather: Hot.—Bob Walker, Uintah Theatre, Fruita, Colo. Small town and rural patronage. ***

LIPPERT PRODUCTIONS

March of the Wooden Soldiers (LP)—Reissue. Stan Laurel, Oliver Hardy. This is the first Laurel and Hardy I have played in almost two years. Naturally, it was old, but I did a good business and had only a very few squawks. I doubled it with "I Killed Geronimo" (UA) and it made a good program, on Wed., Thurs. Weather: Good.—Carl F. Neitzel, Juno Theatre, Juneau, Wis. Rural and small town patronage. **

METRO-GOLDWYN-MAYER

☺**Great Caruso, The (MGM)** — Mario Lanza, Ann Blyth, Dorothy Kirsten. This is a very fine production but not enough people in a town of 7,000 to make it a very large grosser. Many people came twice but others got the idea it was too highbrow. Unquestionably it is a picture for the large cities. Played one entire week, Wed. through Tues. Weather: Warm.—M. W. Mattecheck, Mack and Lark theatres, McMinnville, Ore. City and rural patronage. ***

Happy Years, The (MGM)—Dean Stockwell, Darryl Hickman, Scotty Beckett. Normal business was done with this, and it was enjoyed by our patrons. Played Wed., Thurs. Weather: Okay.—Josef Nehring, Floodwood Theatre, Floodwood, Minn. Small town and rural patronage. **

Lady Without a Passport, A (MGM)—Hedy Lamarr, John Hodiak, James Craig. Brethren, I couldn't believe you could be so right. Oh, what a smeller! Nuff said. I doubled with "Scatterbrain" (Rep) to outstanding business and had a new record for complaints and praises. This one got all the complaints. Played Fri., Sat. Weather: Hot.—Bob Walker, Uintah Theatre, Fruita, Colo. Small town and rural patronage. ***

Mrs. O'Malley and Mr. Malone (MGM)—Marjorie Main, James Whitmore, Ann Dvorak. This is an average picture with a nice cast that should have done business, but it failed, and how, here! In my opinion it was the trailer that put the finger on this one. They thought it was murder instead of comedy. Played Thurs., Fri., Sat. Weather: Hot and dry.—Ken Christianson, Roxy Theatre, Washburn, N. D. Small town patronage. ***

Pagan Love Song (MGM)—Esther Williams, Howard Keel, Minna Gombell. Here's a nice little (mighty short) family comedy that pleased those who would take a chance but there weren't nearly enough of them to justify the rental on this. Howard Keel steals the show as beauteous Esther takes a back seat. This is a far cry from the great ones she used to make. Children especially liked this. It played three houses in the county the same week, so it was saturation booking on the second run for sure. Played Sun., Mon., Tues. Weather: Hot.—Bob Walker, Uintah Theatre, Fruita, Colo. Small town and rural patronage. ***

Knew He Had to Work To Bring Them In

☺**HARVEY (U-I)**—James Stewart, Josephine Hull, Peggy Dow. We did some extra work on this one—and by the way, it isn't for small towns. I had seen this one before and I knew I would have to do something to bring them in. I ran a personal trailer on the screen, had window cards all over, and mimeographed copy was inserted in all cars two weeks before the playdate. Had above average for Tues., Wed. for my efforts.—Howard C. Bayer, Iowa Theatre, Schleswig, Iowa. Rural patrons. ***

EHHS Contributors Meet For Face-to-Face Talks

WE WERE much interested in this communication from Carl Neitzel of the Juno Theatre at Juneau, Wis., and think EHHS readers will also enjoy it.

"I have just really come to realize what a fraternal organization the EHHS section of BOXOFFICE is. Yesterday I had a welcome visitor, Mr. E. M. Freiburger from the Dewey Theatre, Dewey, Okla. He said that since he was remodeling his theatre, this was a good time to visit his old home town of New London, and since we knew each other informally from our contact in the EHHS section, thought it would be nice to drop in. Mr. Freiburger is certainly one swell fella, and a pretty smart exhibitor. He gave me some new slants on show business, and we really had an interesting time of it. Anytime he, or any of the other boys, are out this way I would feel wronged if they didn't stop in. He and I intend to keep in touch with each other, both in and out of the EHHS section, by giving each other ideas and even criticism. I think we can thus improve our position in this crazy and wonderful business."

Summer Stock (MGM) — Judy Garland, Gene Kelly, Eddie Bracken. This did about 20 per cent below normal gross and does not have much to recommend it. Played Sat., Sun.—Josef Nehring, Floodwood Theatre, Floodwood, Minn. Small town and rural patronage. **

MONOGRAM

Lost Volcano, The (Mono)—Johnny Sheffield, Donald Woods, Marjorie Lord. I didn't get to see this as the fishing was too good here then, but it must have been all right, for I came home from a short vacation and had money in the bank, and from the books it looks like this is the baby that put it there. Doubled with "Law of the Panhandle" to 110 per cent. Played Fri., Sat. Weather: Hot and dry—rainmakers sent our usual rain this week to Kansas.—Bob Walker, Uintah Theatre, Fruita, Colo. Small town and rural patronage. ***

Square Dance Katy (Mono)—Vera Vague, Phil Brito, Virginia Welles. The Jimmy Davis fans made this small picture pay off. They all came to see Jimmy Davis in his two-number appearance, which was enjoyed, and they were disappointed in so little of their favorite singer. He has more fans here than Der Bingle. Played Tues., Wed. Weather: Fair.—Ken Christianson, Roxy Theatre, Washburn, N. D. Small town patronage. ***

PARAMOUNT

☺**Fancy Pants (Para)**—Bob Hope, Lucille Ball, Bruce Cabot. This pleased and did over normal business for us. Played Sat., Sun., Mon. Weather: Okay.—Josef Nehring, Floodwood Theatre, Floodwood, Minn. Small town and rural patronage. **

Furies, The (Para) — Barbara Stanwyck, Wendell Corey, Walter Huston. Here is a rough, tough baby that should have been top boxoffice but seems to misfire some-

(Continued on next page)

(Continued from preceding page)

where. I think the title and the brutal spots in the trailer scared the faint of heart away. Personally, I thought it was great, but business with it was nothing to write home about. It did squeeze past the red ink bottle, so it was worth a midweek, at least. You can buy a lot worse without half trying. I'd use it. Played Wed., Thurs. Weather: Hot.—Bob Walker, Uintah Theatre, Fruita, Colo. Small town and rural patronage. • • •

Let's Dance (Para)—Betty Hutton, Fred Astaire, Roland Young. This is the first musical I've played in quite some time; and with Technicolor, it pleased an average crowd. Most comments on it were good. Played Sun., Mon. Weather: Rain and hot.—Terry Axley, New Theatre, England, Ark. Rural and small town patronage. • • •

Redhead and the Cowboy, The (Para) — Glenn Ford, Edmond O'Brien, Rhonda Fleming. It is too hot here now for movies but this above average western did 85 per cent at the boxoffice. Played Fri., Sat. Weather: Hot and dry.—Ken Christianson, Roxy Theatre, Washburn, N. D. Small town patronage. • • •

Union Station (Para) — William Holden, Nancy Olson, Barry Fitzgerald. This is a high rental picture that clinked. This town is death on cops-and-robbers, child delinquency and murder. Played Sat., Sun. — Josef Nehring, Floodwood Theatre, Floodwood, Minn. Small town and rural patronage. • •

RKO RADIO

Footlight Varieties (RKO) — Jack Paar, Leon Errol, Frankie Carle. This is the third picture from RKO of this type, and in my opinion, the poorest. No comment either way from the patrons, and that is worse than if they had panned it. At least that would have shown they were interested. That's one thing we can't afford to lose—the public's interest. Played Wed., Thurs. Weather: Good, but warm and humid.—Carl F. Neitzel, Juno Theatre, Juneau, Wis. Rural and small town patronage. • •

Mad Wednesday (RKO) — Harold Lloyd, Frances Ramsden, Jimmy Colin. Doubled this with "Hit the Ice" (UA), my last A&C reissue. The boys don't draw here any more —and as for "Mad Wednesday," need I say? We had some walkouts as they thought it was silly here. Business was below normal. Played Wed., Thurs. Weather: Good.—Josef Nehring, Floodwood Theatre, Floodwood, Minn. Small town and rural patronage. • •

Never a Dull Moment (RKO) — Irene Dunne, Fred MacMurray, William Demarest. Some did and some didn't, but most of them liked it. Business was slightly above average, due to the Irene Dunne following. Played Sun., Mon. Weather: Warm and rain. — Terry Axley, New Theatre, England, Ark. Rural and small town patronage. • • •

REPUBLIC

Gunmen of Abilene (Rep) — Allan Lane, Eddy Waller, Roy Barcroft. This is one of Republic's usual good westerns. "Rocky" isn't a terrific draw here, but he does pull in average attendance, and always pleases the action fans. Business was about five per cent above average for my Fri., Sat. change, so I'm happy about playing this along with "Square Dance Jubilee" (LP). It seems I caught the farmers during one of those rare times when they could get to the show between crops. Played Fri., Sat. Weather: Rain one day, then good.—Carl F. Neitzel, Juno Theatre, Juneau, Wis. Rural and small town patronage. • •

Oh! Susanna (Rep)—Rod Cameron, Adrian Booth, Forrest Tucker. The first half drags but a rip-snortin' finish pulls this one out of the fire. Played under "The Secret of Convict Lake" (20th-Fox), on Tues., Wed., Thurs. Weather: Warm.—Don Donohue, Novato Theatre, Novato, Calif. Small town and rural patronage. • •

Red Pony, The (Rep)—Myrna Loy, Robert Mitchum, Shepperd Strudwick. If you haven't used it, I would say from the business it did for us that this one is better with age. I heard lots of unfavorable comments from people who felt it not up to their expectations, but still it is one of the big grossers of my year so far. Personally, I thought it better than people gave it credit for. Played Sun., Mon., Tues. Weather: First rain in weeks.—Bob Walker, Uintah Theatre, Fruita, Colo. Small town patronage. • • •

Twilight in the Sierras (Rep)—Roy Rogers, Dale Evans, Estelita Rodriguez. This was doubled with "Hit the Ice," a United Artists reissue. The Roy Rogers-Abbott and Costello combination gave us the highest gross of the season. Played Fri., Sat. Weather: Fair and warm.—Rene L. Garneau, Midway Drive-In, Ascutney, Vt. Small town and rural patronage. •

20th CENTURY-FOX

Bird of Paradise (20th-Fox)—Louis Jordan, Debra Paget, Jeff Chandler. This is truly spectacular and has beautiful color. The story is off the regular channel, and all in all, the picture was very good . . . BUT, I had my lowest Sun., Mon. gross since I've been here. For competition I had the big Cheese-maker's Picnic, which grossed over $12,000, and Fox is probably cussing me out now for a liar over the gross I turned in. No kidding, though, I think under normal conditions I could have made money on this. Played Sun., Mon. Weather: Much too nice. —Carl F. Neitzel, Juno Theatre, Juneau, Wis. Rural and small town patronage. • •

We Yell About Westerns But They Make Money

STAGE TO TUCSON (Col)—Rod Cameron, Wayne Morris, Kay Buckley. All the yelling we do about too many westerns, and still the big ones (some of the little ones, too) bring in more dough than anything else. Rod Cameron gives his popularity quotient another boost in this exciting and laugh-sprinkled Technicolor sagebrusher. Wayne Morris and Sally Eilers helped to head a fine cast. I had the best Sunday of the month and lots of praise for the feature. Ran two comedies and two cartoons plus news and advertised it as a comedy carnival. Played Sun., Mon., Tues. Weather: Hot. —Bob Walker, Uintah Theatre, Fruita, Colo. Small town and rural patronage. • • •

Cariboo Trail, The (20th-Fox)—Randolph Scott, George "Gabby" Hayes, Bill Williams. This is excellent and did excellent business. Played Wed., Thurs.—Josef Nehring, Floodwood Theatre, Floodwood, Minn. Small town and rural patronage. • •

Everybody Does It (20th-Fox) — Paul Douglas, Linda Darnell, Celeste Holm. Where in the devil did you masterminds at Fox get a goofy title like this? You're the worst title makers in the business. This is a darned clever comedy but I couldn't get anyone to believe it, so had the worst midweek of summer and wrote it off in the red. Played Wed., Thurs. Weather: Hot.—Bob Walker, Uintah Theatre, Fruita, Colo. Small town and rural patronage. • • •

UNITED ARTISTS

High Lonesome (UA)—John Barrymore jr., Chill Wills, John Archer. This picture did below normal business for us. Played Sat., Sun.—Josef Nehring, Floodwood Theatre, Floodwood, Minn. Small town and rural patronage. • •

Korea Patrol (UA)—Richard Emory, Al Eben, Benson Fong. All you can say about this is that it's a program war picture with a good title. It isn't really good, but at the same time, it did the job it was intended for. I doubled it with "Outside the Wall" (U-I) and actually made a profit of about 10 bucks on the midweek. Played Wed., Thurs. Weather: Fair.—Carl F. Neitzel, Juno Theatre, Juneau, Wis. Rural and small town patronage. • •

Rogue River (UA)—Rory Calhoun, Peter Graves, Frank Fenton. This is a very good outdoor picture in beautiful color. Played Sun., Mon. Weather: Warm.—L. Brazil jr., New Theatre, Bearden, Ark. Small town patronage. • • •

UNIVERSAL-INTERNATIONAL

Abbott and Costello Meet the Invisible Man (U-I) — Bud Abbott, Lou Costello, Nancy Guild. This is overpriced and overrated. It is my poorest A&C gross in a year. The picture itself is about the same as the rest. Don't expect too much unless they are especially strong in your place. They aren't here, so I lost plenty. Played Sun., Mon. Weather: Very warm.—Don Donohue, Novato Theatre, Novato, Calif. Small town and rural patronage. • •

Bedtime for Bonzo (U-I)—Ronald Reagan, Diana Lynn, Walter Slezak. Wow for business! This picture drew more small fry and teenagers, who brought their folks along, than came for "Cinderella." It outgrossed all the Ma-and-Pa-Kettle pictures, and it ranks in third place for any Universal picture. Yes, Joe, we made money—it is a cute picture. Played Sun., Mon. Weather: Fair. —Ken Christianson, Roxy Theatre, Washburn, N. D. Small town patronage. • • •

Comanche Territory (U-I) — Maureen O'Hara, Macdonald Carey, Will Geer. This was paired with "Boy From Indiana" (UA) and we did over normal business. Played Wed., Thurs. — Josef Nehring, Floodwood Theatre, Floodwood, Minn. Small town and rural patronage. • •

WARNER BROS.

Alcatraz Island (WB)—Reissue. John Litel, Ann Sheridan. I picked up this oldie and it seemed to please my weekend crowd. Played Thurs., Fri., Sat. Weather: Hot and dry.—Terry Axley, New Theatre, England, Ark. Rural and small town patronage. • • •

Lullaby of Broadway (WB)—Doris Day, Gene Nelson, S. Z. Sakall. This is a very fine musical and very fine entertainment and will please the majority who see it. It did well at the boxoffice and the Technicolor was splendid. Played Sun. through Tues. Weather: Warm. — M. W. Mattecheck, Mack and Lark Theatres, McMinnville, Ore. City and rural patronage. • • •

Only the Valiant (WB)—Gregory Peck, Barbara Payton, Ward Bond. This is a very good outdoor action picture that did very well at the boxoffice and pleased the patrons. I did not think the trailer did a very good job of selling the picture, so I used my own angle and took the trailer out after screening it, and we had above average attendance. The patrons, in several instances, said this on going out, "You were right about this picture. It was just as you said it would be." No trailer, and I had one of the largest nights. The weather was bad. Played Wed., Thurs. Weather: Rain.—Virgil Anderson, C-B Theatre, Bucklin, Mo. Rural patronage. • • •

Sugarfoot (WB)—Randolph Scott, Adele Jergens, Raymond Massey. This is a very poor picture from start to finish. However, in all fairness, it did average business. Played Fri., Sat. Weather: Clear.—Don Donohue, Novato Theatre, Novato, Calif. Small town and rural patronage. • •

An interpretive analysis of lay and tradepress reviews. The plus and minus signs indicate degree of merit only; audience classification is not rated. Listings cover current reviews, brought up to date regularly. This department serves also as an ALPHABETICAL INDEX to feature releases. Numeral preceding title is Picture Guide Review page number. For listings by company, in the order of release, see Feature Chart.

REVIEW DIGEST

ǂ Very Good; + Good; ± Fair; − Poor; = Very Poor.

In the summary ǂ is rated 2 pluses, = as 2 minuses.

P. G. Page	Title	Run Time	Type	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
	A												
1168	Abbott and Costello in the Foreign Legion	82	Comedy	U-I	7-22-50	+	±	±	±	+	+	±	7+4−
1239	Abbott & Costello Meet the Invisible Man	82	Comedy	U-I	3-17-51	+	+	+	+	+	+	+	7+
	Abilene Trail	64	Western	Mono				±			−	±	2+3−
1271	According to Mrs. Hoyle	60	Drama	Mono	6-23-51	±	±	±		±			4+4−
1258	Ace in the Hole	112	Drama	Para	5-12-51	+	ǂ	+	ǂ	−	±	+	8+2−
1185	Across the Badlands	55	Western	Col	9-16-50	±		±	+	−	±	±	5+5−
1143	Admiral Was a Lady, The	85	Comedy	UA	5-13-50	±	±	+	±	+	±	±	7+5−
	Adventures of Captain Fabian	..	Drama	Rep.									
1233	Air Cadet	94	Com-Dr	U-I	2-24-51	+	±	±	+	+	+	+	7+2−
1224	Al Jennings of Oklahoma	79	Drama	Col	1-20-51	ǂ	±	±	+	+	−	−	6+4−
1275	Alice in Wonderland	75	Fantasy	RKO	7- 7-51	+	+	ǂ	ǂ	ǂ	ǂ	±	11+1−
1186	All About Eve	138	Drama	20th-Fox	9-16-50	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
1256	Along the Great Divide	88	West-Dr	WB	5- 5-51	ǂ	±	±	ǂ	±	+	±	9+4−
1202	American Guerrilla in the Philippines	105	Drama	20th-Fox	11-11-50	ǂ	ǂ	ǂ	ǂ	ǂ	+	+	12+
	Angels in the Outfield	..	Drama	MGM									
1253	Apache Drums	75	Western	U-I	4-28-51	±	±	+	+	+	+	+	7+2−
1251	Appointment With Danger	90	Drama	Para	4-21-51	+	±	+	ǂ	+	+	+	8+1−
	Arizona Manhunt	60	Western	Rep									
1267	As Young as You Feel	77	Com	20th-Fox	6- 9-51	±	+	±	+	+	ǂ	±	8+3−
1213	At War With the Army	93	Comedy	Para	12-16-50	+	+	+	ǂ	+	+	±	8+1−
	B												
1264	Badman's Gold	56	Western	UA	5-26-51	±			−				1+2−
1209	Bandit Queen	70	Western	LP	12- 9-50	+		±	+	+		±	5+2−
1223	Bedtime for Bonzo	83	Comedy	U-I	1-20-51	+	+	+	+	ǂ	+	±	8+1−
1236	Belle Le Grand	90	Drama	Rep	3- 3-51	+	±	±	+	+	±	±	7+4−
1255	Best of the Badmen	84	Western	RKO	5- 5-51	+		±	ǂ	+	±		6+2−
1203	Between Midnight and Dawn	89	Drama	Col	11- 8-50	+	±	+	+	±	±	+	7+3−
1131	Beware of Blondie	66	Comedy	Col	4- 8-50	±	=	+	+	+	−		4+4−
1277	Big Gusher	68	Adv-Dr	Col	7-14-51	+	±	±	±	+	±		6+4−
	Big Timber	73	Western	Mono			±	+		+		±	4+2−
1239	Bird of Paradise	100	Drama	20th-Fox	3-17-51	+	±	ǂ	ǂ	ǂ	+	±	10+2−
1178	Black Rose, The	119	Drama	20th-Fox	8-19-50	ǂ	+	+	+	ǂ	ǂ	ǂ	11+
	Blazing Bullets	51	Western	Mono									
1201	Blazing Sun	70	Western	Col	11-11-50	+		±	+	+	+	±	6+2−
1224	Blue Blood	72	Drama	Mono	1-20-51	+	±	±		+	ǂ		6+2−
1159	Blue Lamp, The	84	Drama	UA	6-24-50	+	±	+	±	±	+	+	7+3−
	Blue Veil	..	Drama	RKO									
1198	Blues Busters	64	Comedy	Mono	10-28-50	+	±	+	+	+	±	±	7+3−
	Bomba and the Hidden City	71	Drama	Mono				±		+	−	±	3+3−
1279	Bonanza Town	56	Western	Col	7-21-51	+			±	±			3+2−
1213	Border Outlaws	58	Western	UA	12-16-50	+		±	−				2+2−
1190	Border Rangers	57	Western	LP	9-30-50	+		±		+			3+1−
1181	Border Treasure	60	Drama	RKO	9- 2-50	+		±	+	±	±		5+3−
1179	Born to Be Bad	94	Drama	RKO	8-26-50	±	±	±	+	+	±	+	7+4−
1206	Born Yesterday	103	Comedy	Col	11-25-50	ǂ	ǂ	ǂ	ǂ	ǂ	+	ǂ	13+
1234	Bowery Battalion	69	Comedy	Mono	2-24-51	+	+	+		±	−	+	5+2−
1205	Branded	95	Western	Para	11-25-50	+	+	+	+	+	+	±	7+1−
1257	Brave Bulls, The	108	Drama	Col	5-12-51	ǂ	±	ǂ	ǂ	±	+	ǂ	11+2−
1184	Breaking Point, The	97	Drama	WB	9- 9-50	+	±	±	ǂ	ǂ	+		8+2−
1199	Breakthrough	91	Drama	WB	11- 4-50	±	+	+	ǂ	ǂ	ǂ	ǂ	11+1−
1281	Bright Victory	97	Drama	U-I	7-28-51	ǂ	ǂ	+	ǂ	ǂ		ǂ	11+
1158	Broken Arrow	93	Drama	20th-Fox	6-17-50	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	+	13+
1219	Buckaroo Sheriff of Texas	60	Western	Rep	12-30-50	±		±	±	±	−		4+5−
1255	Bullfighter and the Lady	87	Drama	Rep	5- 5-51	+	+	ǂ	ǂ	ǂ	+	ǂ	11+
1178	Bunco Squad	67	Drama	RKO	8-19-50	±	±	±	+	+	+		6+3−
	C												
1215	California Passage	90	Western	Rep	12-23-50	+	±	+	±	+	+	±	7+3−
1217	Call of the Klondike	67	Drama	Mono	12-23-50	+	±	±		+		±	5+3−
1225	Call Me Mister	95	Musical	20th-Fox	1-27-51	+	±	ǂ	+	ǂ	+		8+1−
	Canyon Raiders	54	Western	Mono								±	1+1−
1270	Capt. Horatio Hornblower	117	Act-Dr	WB	6-16-51	ǂ	+	ǂ	ǂ	ǂ	ǂ		11+
1166	Cariboo Trail, The	81	Western	20th-Fox	7-15-50	+	±	+	+	ǂ	+	±	8+2−
1280	Casa Manana	73	Musical	Mono	7-21-51	−	−	±		−	±		2+5−
1189	Cassino to Korea	58	Docum	Para	9-30-50	+	±	±	ǂ	+	+	+	8+2−
1280	Cattle Drive	77	Western	U-I	7-21-51	+	+	+	+	+	ǂ		7+
1251	Cavalry Scout	78	Western	Mono	4-21-51	+	±	+		+	+	±	6+2−
1225	Cause for Alarm	73	Drama	MGM	1-27-51	+	+	±	ǂ	−	+	±	7+3−
1195	Chain Gang	70	Drama	Col	10-21-50	±	−	±	−	+	±	±	5+6−
	Chain of Circumstance	..	Drama	Col									
	Cherokee Uprising	57	Western	Mono				±				±	2+2−
1267	China Corsair	67	Act-Dr	Col	6- 9-51	±	±	±	±	±		±	6+6−
1248	Circle of Danger	85	Drama	UA	4- 7-51	±	±	±	ǂ	−	±	+	7+5−
	Cloudburst	..	Drama	UA									
	Colorado Ambush	52	Western	Mono				±		+		±	3+2−
1271	Comin' Round the Mountain	77	Comedy	U-I	6-23-51	+	±	±	ǂ	±	±	±	8+5−
1220	Company She Keeps, The	83	Drama	RKO	12-30-50	+	±	+	±	−	+	±	6+4−
1167	Convicted	91	Drama	Col	7-22-50	+	±	±	±	+	+	±	7+4−
1172	Copper Canyon	84	Western	Para	7-29-50	+	±	+	+	+	+	+	7+1−
	Corky of Gasoline Alley	80	Comedy	Col									
1218	Counterspy Meets Scotland Yard	67	Drama	Col	12-23-50	+	±	±	±	−	+	±	6+5−
1175	County Fair	77	Drama	Mono	8-12-50	+	+	±	+	+	+		6+1−
1230	Cry Danger	79	Drama	RKO	2-10-51	ǂ	+	ǂ	ǂ	+	+	+	10+
1247	Cuban Fireball	78	Com-Mus	Rep	4- 7-51	+	−	±	+	−	+		4+3−
	Cyclone Fury	54	Western	Col									
1204	Cyrano de Bergerac	113	Drama	UA	11-18-50	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
	D												
1276	Dakota Kid, The	60	Western	Rep	7- 7-51	±	±	±	±		±		5+5−
1206	Dallas	94	Sup-West	WB	11-25-50	+	±	+	ǂ	ǂ	+	+	9+1−
1285	Danger Zone	60	Drama	LP	8-11-51	+		±		±		±	4+3−
1176	Dark City	97	Drama	Para	8-12-50	+	±	ǂ	ǂ	ǂ	+	+	10+1−
	Dark Highway	..	Drama	RKO									
1253	Dear Brat	82	Comedy	Para	4-28-51	+	±	±	±	±	±	±	7+6−
1167	Death of a Dream	50	Docum	UA	7-22-50	ǂ	±	+	+			+	6+1−
1197	Deported	88	Drama	U-I	10-28-50	+	±	+	±	−	+	+	6+3−
1175	Desert Hawk, The	78	Drama	U-I	8-12-50	ǂ	±	±	±	+	±	±	8+5−
1164	Destination Moon	87	Drama	UA	7- 8-50	+	+	ǂ	±	+	ǂ	±	9+2−
1144	Devil's Doorway	84	Drama	MGM	5-13-50	±	±	±	+	−	+	+	6+4−
1229	Dial 1119	75	Drama	MGM	2-10-51	+	±	+	+	ǂ	+	±	8+2−
	Disc Jockey	..	Musical	Mono									
1207	Double Crossbones	76	Com-Mus	U-I	12- 2-50	+	−	±	±	+	+	+	6+3−
1220	Double Deal	65	Drama	RKO	12-30-50	±	±	±	+	+	±		6+4−
	E												
1174	Edge of Doom	99	Drama	RKO	8- 5-50	+	±	+	ǂ	ǂ	ǂ	+	10+1−
1201	Emergency Wedding	78	Comedy	Col	11-11-50	+	±	±	+	+	±	±	7+4−
1226	Enforcer, The	88	Drama	WB	1-27-51	+	+	ǂ	ǂ	+	±	+	9+1−
1262	Excuse My Dust	82	Mus-Com	MGM	5-26-51	+	+	ǂ	+	ǂ	ǂ	+	10+
1207	Experiment Alcatraz	58	Drama	RKO	12- 2-50	±	−	±	±	−	±		4+6−
1172	Eye Witness	104	Drama	UA	7-29-50	+	±		+	±	+	+	6+2−
	F												
1258	Fabiola	96	Drama	UA	5-12-51	ǂ	±		ǂ	−	−	+	6+3−
1188	Farewell to Yesterday	90	Docum	20th-Fox	9-23-50	+	+	+	+		ǂ		6+
1233	Father's Little Dividend	82	Comedy	MGM	2-24-51	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
	Father's Wild Game	61	Comedy	Mono			±			+			2+1−
1271	Father Takes the Air	61	Comedy	Mono	6-23-51	±	−	±		±	±		4+5−
1247	Fat Man, The	77	Mys-Dr	U-I	4- 7-51	±	±	+	±	±	+	±	7+5−
	FBI Girl	..	Drama	LP									
1162	50 Years Before Your Eyes	70	Docum	WB	7- 1-50	ǂ							2+
1255	Fighting Coast Guard	86	Drama	Rep	5- 5-51	+	+	±	+	ǂ	±	±	8+3−
1241	Fingerprints Don't Lie	55	Drama	LP	3-17-51	+	±	±		−	±		4+4−
1180	Fireball, The	83	Drama	20th-Fox	8-26-50	+	±	±	ǂ	+	+	±	8+3−
1253	First Legion, The	86	Drama	UA	4-28-51	+	±	+	ǂ		+	+	7+1−
1256	Five	93	Drama	Col	5- 5-51	+	+	+	ǂ	+	+	+	8+
1237	Flame of Stamboul	68	Drama	Col	3-10-51	+	±	±	±	+	±	±	7+5−
	Flight to Mars	..	Drama	Mono									
1281	Flying Leathernecks	102	Drama	RKO	7-28-51	+	±	+	ǂ	+			6+1−
1219	Flying Missile, The	92	Drama	Col	12-30-50	+	±	+	+	+	+	±	7+2−
1244	Follow the Sun	77	Drama	20th-Fox	3-24-51	+	ǂ	+	ǂ	ǂ	ǂ	+	11+
1245	Footlight Varieties	61	Musical	RKO	3-31-51	±	±	+	+	+	±		6+3−
1209	For Heaven's Sake	92	Comedy	20th-Fox	12- 9-50	ǂ	+	+	ǂ	ǂ	+	+	10+
	Fort Dodge Stampede	..	Western	Rep									
1242	Fort Savage Raiders	54	Western	Col	3-17-51	±		±		+	±		4+3−
1260	Fort Worth	80	Super-West	WB	5-19-51	+	±	+	±	+	±	±	7+4−
1267	Four in a Jeep	97	Drama	UA	6- 9-51	ǂ	+		ǂ	±	+	ǂ	9+1−
1238	14 Hours	91	Drama	20th-Fox	3-10-51	ǂ	ǂ	ǂ	ǂ	ǂ	+	ǂ	13+
1261	Francis Goes to the Races	88	Com	U-I	5-26-51	+	ǂ	ǂ	ǂ	ǂ	+	ǂ	12+
1212	Frenchie	80	West-Dr	U-I	12- 9-50	±	±	ǂ	+	+	±	+	8+3−
1187	Frisco Tornado	60	Western	Rep	9-23-50	+		+	+	+	+	±	6+1−
1270	Frogmen, The	96	Drama	20th-Fox	6-16-51	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
1279	Fugitive Lady	78	Drama	Rep	7-21-51	−	−		±	+			2+3−
1187	Fuller Brush Girl, The	85	Comedy	Col	9-23-50	+	+	+	+	ǂ	+	±	8+1−
1163	Furies, The	109	West-Dr	Para	7- 8-50	ǂ	±	ǂ	ǂ	ǂ	±	+	11+2−
1235	Fury of the Congo	69	Act-Dr	Col	3- 3-51	+	±	±	±	±	−	±	6+6−
	G												
1220	Gambling House	80	Drama	RKO	12-30-50	±	±	±	±	+	±	±	7+6−
1227	Gasoline Alley	77	Comedy	Col	2- 3-51	±	±	+	+	+	+	+	7+2−
1224	Gene Autry and the Mounties	70	West.	Col	1-20-51	+		±	+	+	+		5+1−
1257	Ghost Chasers	69	Comedy	Mono	5-12-51	+		±		±	±	±	5+4−
	G.I. Jane	62	Comedy	LP				±		−			1+2−
1188	Glass Menagerie, The	107	Drama	WB	9-23-50	+	+	ǂ	ǂ	ǂ	ǂ	ǂ	12+
1246	Go for Broke!	92	War-Dr	MGM	3-31-51	+	ǂ	ǂ	ǂ	ǂ	ǂ	+	12+
1248	Golden Salamander, The	96	Drama	UA	4- 7-51	±	±		±	+	+	+	6+3−
1249	Goodbye, My Fancy	107	Comedy	WB	4-14-51	±	±	+	ǂ	+	+	+	8+2−
1252	Great Caruso, The	110	Drama	MGM	4-21-51	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
1191	Great Manhunt, The (Reviewed as State Secret)	97	Drama	Col	10- 7-50	ǂ	+		+	+	+	ǂ	8+
1210	Great Missouri Raid, The	85	West-Dr	Para	12- 9-50	ǂ	+	+	+	+	±	+	8+1−
1230	Groom Wore Spurs, The	81	Comedy	U-I	2-10-51	ǂ	±	±	±	±	−	±	7+6−
1214	Grounds for Marriage	90	Comedy	MGM	12-16-50	+	+	+	ǂ	+	+	+	8+
1171	Gunfire	59	Western	LP	7-29-50	+							1+
1261	Guy Who Came Back, The	91	Dr.	20-Fox	5-26-51	+	±	±	ǂ	+	+		7+2−
1251	Gypsy Fury	63	Drama	Mono	4-21-51	+	±			−	−	±	3+4−
	H												
1249	Half Angel	77	Drama	20th-Fox	4-14-51	+	±	±	+	+	±		6+3−
1215	Halls of Montezuma	113	War-Dr	20th-Fox	12-23-50	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	13+
950	Hamlet	142	Drama	U-I	7-10-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+

REVIEW DIGEST

⧺ Very Good; + Good; ± Fair; − Poor; = Very Poor. In the summary ⧺ is rated 2 pluses, = as 2 minuses.

P. G. Page	Title	Run Time	Type	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
1269	Happy Go Lovely	(88)	Musical	RKO	6-16-51	+	+	⧺	+	⧺	±	±	9+2−
1265	Hard, Fast and Beautiful	(76)	Drama	RKO	6- 2-51	+	±	⧺	⧺	⧺	+	±	10+2−
1197	Harriet Craig	(94)	Drama	Col	10-28-50	⧺	±	+	⧺	⧺	⧺	+	11+1−
1198	Harvey	(104)	Comedy	U-I	10-28-50	⧺	+	⧺	⧺	⧺	+	⧺	12+
	Havana Rose	(..)	Drama	Rep									
1248	Heart of the Rockies	(67)	Western	Rep	4- 7-51	+		±	+	+	+		5+1−
1267	He Ran All the Way	(77)	Drama	UA	6- 9-51	+	+	⧺	⧺	+		⧺	9+
1276	Here Comes the Groom	(114)	Rom-Com	Para	7- 7-51	⧺		⧺	⧺		⧺		8+
1256	Her First Romance	(73)	Comedy	Col	5- 5-51	+	±	±	±	±	±		6+5−
1195	He's a Cockeyed Wonder	(77)	Comedy	Col	10-21-50	+	±	±	±	+	±	±	7+5−
1177	High Lonesome	(80)	Western	UA	8-19-50	+	±	+	+	±	+	+	7+5−
1206	Highway 301	(83)	Drama	WB	12- 2-50	±	±	+	+	+	+	+	7+3−
	Highwayman, The	(..)	Drama	Mono									
	Hills of Utah	(..)	Western	Col									
1280	His Kind of Woman	(120)	Drama	RKO	7-21-51	+	±	+	⧺	⧺	±		8+2−
1198	Hit Parade of 1951	(85)	Musical	Rep	10-28-50	+	±	±	±	±	±		6+5−
1193	Holiday Rhythm	(59)	Comedy	LP	10-14-50	+	±	±	+	+			5+2−
1259	Hollywood Story	(77)	Mys-Dr	U-I	5-19-51	+	±	+	+	+	±	+	7+2−
	Home Town Boy	(55)	Comedy	LP									
1259	Home Town Story	(61)	Drama	MGM	5-19-51	±	−	±	−	±	+		4+5−
1270	Hoodlum, The	(61)	Drama	UA	6-16-51	+	−	±	±	+	+	±	6+4−
1198	Hot Rod	(61)	Drama	Mono	10-28-50	+	±	±	+	+	+	±	7+3−
1239	House on Telegraph Hill	(93)	Drama	20th-Fox	3-17-51	+	±	±	±	+	±	+	7+4−
1216	Hunt the Man Down	(68)	Drama	RKO	12-23-50	±		+	±	+	+		5+2−
1277	Hurricane Island	(71)	Drama	Col	7-14-51	±	−	−	+	−			2+4−
	I												
1244	I Can Get It for You Wholesale	(91)	Drama	20th-Fox	3-24-51	+	⧺	+	⧺	⧺	+	+	10+
1177	I Killed Geronimo	(63)	Drama	UA	8-19-50	±	±	±		+	±	±	6+5−
1173	I Shot Billy the Kid	(59)	Western	LP	8- 5-50	+		±		+		−	3+2−
1246	I Was an American Spy	(85)	Drama	Mono	3-31-51	±	+	±		±	±	+	6+4−
1252	I Was a Communist for the FBI	(84)	Drama	WB	4-21-51	+	+	⧺	⧺	⧺	+	⧺	11+
1223	I'd Climb the Highest Mountain	(88)	Drama	20th-Fox	1-20-51	+	+	⧺	⧺	⧺	⧺	+	11+
1167	If This Be Sin	(72)	Drama	UA	7-22-50	±	±	±	±	+	±	±	7+6−
1189	I'll Get By	(83)	Musical	20th-Fox	9-30-50	⧺	±	+	±	+	±	+	8+3−
1148	In a Lonely Place	(94)	Drama	Col	5-20-50	+	+	+	+	+	±	⧺	8+1−
1261	In Old Amarillo	(67)	Western	Rep	5-26-51	+		±	+	±	±	±	6+4−
1208	Indian Territory	(70)	Western	Col	12- 2-50	+		+	+	+	+	±	6+1−
1237	Inside Straight	(87)	Drama	MGM	3-10-51	±	±	±	+	+	±	+	7+4−
1260	Inside the Walls of Folsom Prison	(87)	Drama	WB	5-19-51	±	±	+	+	+	±	±	7+4−
1246	Insurance Investigator	(60)	Drama	Rep	3-31-51	+	±	±	±	+		±	6+4−
1276	Iron Man	(82)	Drama	U-I	7- 7-51	⧺	+	±	+	+	+		7+1−
	J												
1192	Jackpot, The	(85)	Comedy	20th-Fox	10- 7-50	+	⧺	+	+	⧺	+	⧺	10+
1269	Jim Thorpe—All American	(107)	Drama	WB	6-16-51	⧺	⧺	⧺	⧺	⧺	⧺		12+
982	Joan of Arc	(165)	Drama	RKO	10-30-48	⧺	⧺	⧺	⧺	⧺	⧺	⧺	14+
	Joe Palooka in the Squared Circle	(63)	Comedy	Mono			±	±		+		±	4+3−
	Joe Palooka in Triple Cross	(..)	Drama	Mono									
1258	Jungle Headhunters	(65)	Travel	RKO	5-12-51	+	±	+	⧺	+	+		7+1−
1174	Jungle Stampede	(60)	Drama	Rep	8- 5-50	+	±	+	±	+		+	6+2−
	K												
	Kangaroo Kid, The	(73)	Western	UA				+		+	±		3+1−
1203	Kansas Raiders	(80)	Western	U-I	11-18-50	±	±	±	+	⧺	±	±	8+5−
1250	Katie Did It	(81)	Comedy	U-I	4-14-51	±	±	±	+	+	±		6+4−
	Kentucky Jubilee	(75)	Comedy	LP			−			+			1+1−
	Kefauver Crime Investigation	(52)	News	20th-Fox			+						1+
1172	Killer That Stalked New York (Reviewed as Frightened City)	(79)	Drama	Col	7-29-50	±	−	±	±	+	±	+	6+5−
1210	Kim	(113)	Drama	MGM	12- 9-50	⧺	⧺	+	⧺	+	⧺	⧺	12+
1272	Kind Lady	(78)	Drama	MGM	6-23-51	+	+	⧺	⧺	+	+	+	9+
1190	King Solomon's Mines	(105)	Drama	MGM	9-30-50	⧺	+	⧺	⧺	⧺	⧺	⧺	13+
1168	Kiss Tomorrow Goodbye	(103)	Drama	WB	7-22-50	+		+	+	+	−	±	5+2−
1247	Kon-Tiki	(68)	Adv-Dr	RKO	4- 7-51	±	±	⧺	⧺	+	⧺	⧺	11+2−
1222	Korea Patrol	(57)	Drama	UA	1-13-51	−	−	±	−	−			1+5−
	L												
1285	Lady and the Bandit, The	(79)	Drama	Col	8-11-51	+		±					2+1−
1165	Lady Without Passport, A	(72)	Drama	MGM	7-15-50	+	±	±	+	+	+	+	7+2−
1194	Last of the Buccaneers	(79)	Drama	Col	10-14-50	+	±	+	±	+	±	+	7+3−
1250	Last Outpost, The	(87)	Outd'r-Drama	Para	4-14-51	+	±	±	⧺	±	+	+	8+3−
1278	Law and the Lady	(104)	Comedy	MGM	7-14-51	±	+	±	+	−	+		5+3−
1220	Law of the Badlands	(60)	Western	RKO	12-30-50	+		+	±	+	±		5+2−
	Law of the Panhandle	(55)	Western	Mono				±				±	2+2−
	Leave It to the Marines	(..)	Comedy	LP									
1240	Lemon Drop Kid, The	(91)	Comedy	Para	3-17-51	⧺	+	±	⧺	⧺	±	+	10+2−
1177	Let's Dance	(112)	Mus-Com	Para	8-19-50	⧺	±	+	⧺	+	+	+	9+1−
1286	Let's Go Navy	(68)	Comedy	Mono	8-11-51	+	+	+		+		±	5+1−
1176	Life of Her Own, A	(108)	Drama	MGM	8-12-50	⧺	+	+	+	+	+	±	8+1−
1214	Lightning Guns	(55)	Western	Col	12-16-50	+		±	±	−	±		4+4−
1230	Lightning Strikes Twice	(91)	Drama	WB	2-10-51	±	±	+	+	+	+	±	7+3−
	Lilli Marlene	(85)	Drama	RKO			=	±	−				1+4−
1254	Lion Hunters, The	(73)	Drama	Mono	4-28-51	+	±	±		±		=	4+5−
1265	Little Big Horn	(82)	Western	LP	6- 2-51	+	±	+	+	⧺		±	7+2−
1283	Little Egypt	(82)	Comedy	U-I	8- 4-51	+	+	±	±	+			5+1−
1238	Long Dark Hall, The	(87)	Drama	UA	3-10-51	±	±		±	+	+	+	6+3−
1181	Lonely Heart Bandits	(60)	Western	Rep	9- 2-50	±	±	±	±	+		±	6+5−
	Lone Star Lawman	(..)	Western	Mono									
1267	Lorna Doone	(84)	Rom-Com	Col	5-26-51	+	±	±	+	⧺	+		7+2−
1281	Lost Continent, The	(84)	Adv-Dr	LP	7-28-51	+	±	±		+			4+2−
1152	Louisa	(90)	Comedy	U-I	6- 3-50	⧺	⧺	+	⧺	⧺	+	⧺	12+
1231	Lucky Nick Cain	(87)	Drama	20th-Fox	2-17-51	+	±	+	+	+	+	±	7+2−
1240	Lullaby of Broadway	(91)	Musical	WB	3-17-51	+	±	⧺	+	+	+	+	8+1−
	M												
1235	"M"	(88)	Drama	Col	3- 4-51	+	±	+	+	+	+	±	7+2−
1243	Ma and Pa Kettle Back on the Farm	(80)	Comedy	U-I	3-24-51	+	+	+	⧺	+	±	±	8+2−
977	Macbeth	(85)	Drama	Rep	10-16-48	±	±	±	+	−	⧺	±	7+5−
1241	Mad Wednesday	(77)	Comedy	RKO	3-17-51	+					+	±	3+1−
1183	Madeleine	(100)	Drama	U-I	9- 9-50	±	±		±	+	+	+	6+3−
1196	Madness of the Heart	(74)	Drama	U-I	10-21-50	+	±	±	+	−	±	±	6+5−
1205	Magnificent Yankee, The	(88)	Drama	MGM	11-28-50	⧺	⧺	⧺	⧺	⧺	⧺	⧺	14+
1243	Man From Planet X	(72)	Fantasy	UA	3-24-51	±	+	+	±	+		−	5+3−
	Man From Sonora	(54)	Western	Mono						+			1+
1215	Man Who Cheated Himself	(81)	Dr.	20th-Fox	12-23-50	⧺	+	±	⧺	+	+	+	9+1−
1266	Man With My Face, The	(75)	Mys-Dr	UA	6- 2-51	+	±	±	+		+	+	6+2−
1283	Mark of the Renegade	(81)	Drama	U-I	8- 4-51	+	±	±	+	+	±		6+3−
1273	Mask of the Avenger	(83)	Drama	Col	6-30-51	+	±	+	+	+	+	+	7+1−
	Mask of the Dragon	(55)	Drama	LP			−	±		+		±	3+3−
1226	Mating Season, The	(101)	Comedy	Para	1-27-50	⧺	⧺	⧺	⧺	⧺	+	⧺	13+
1285	Meet Me After the Show	(86)	Mus.	20th-Fox	8-11-51	⧺	⧺	⧺	⧺	⧺			10+
1150	Men, The	(86)	Drama	UA	5-27-50	⧺	+	⧺	⧺	⧺	⧺	⧺	13+
1193	Milkman, The	(87)	Comedy	U-I	10-14-50	+	+	+	+	+	+	+	7+
1283	Millionaire for Christy, A	(90)	Com.	20th-Fox	8- 4-51	+	+	+	+	+			5+
1268	Million Dollar Pursuit	(60)	Drama	Rep	6- 9-51	±	±	±	±	±	±		6+6−
1192	Miniver Story, The	(104)	Drama	MGM	10- 7-50	⧺	±	+	+	⧺	+	±	9+2−
1235	Missing Women	(60)	Drama	Rep	4- 3-51	±	±	±	+	±		±	6+5−
1210	Missourians, The	(60)	Western	Rep	12- 9-50	+		±	+	+	±	±	6+3−
	Mister Drake's Duck	(81)	Comedy	UA							+		1+
1179	Mister 880	(90)	Comedy	20th-Fox	8-26-50	⧺	⧺	⧺	⧺	⧺	⧺	+	13+
1240	Mister Universe	(79)	Comedy	UA	3-17-51	+	+	+	+	+	±	+	7+1−
1130	Modern Marriage, A	(66)	Doc-Dr	Mono	4- 8-50	+	+	±	+	+	⧺	±	8+2−
1208	Molly (Reviewed as The Goldbergs)	(83)	Comedy	Para	12- 2-50	⧺	+	⧺	⧺	±	⧺	+	11+1−
	Montana Desperadoes	(51)	Western	Mono									
1282	Mr. Belvedere Rings the Bell	(88)	Comedy	20th-Fox	7-28-51	+	⧺	⧺	⧺	⧺	+	⧺	12+
1262	Mr. Imperium	(87)	Mus-Dr	MGM	5-26-51	±	±	±	±	±	±		6+6−
1182	Mr. Music	(113)	Mus-Com	Para	9- 2-50	+	+	⧺	+	⧺	+	⧺	10+
1202	Mrs. O'Malley and Mr. Malone	(69)	Com.	MGM	11-11-50	+	+	+	⧺	⧺	±	±	9+2−
1207	Mudlark, The	(99)	Hist-Dr	20th-Fox	12- 2-50	+	+	+	+	⧺	⧺	⧺	10+
1179	My Blue Heaven	(96)	Musical	20th-Fox	8-26-50	+	⧺	+	⧺	+	+	+	9+
1245	My Forbidden Past	(70)	Drama	RKO	3-31-51	+	−	±	+	+	±	+	6+3−
1231	My Outlaw Brother (Reviewed as My Brother, the Outlaw)	(80)	Drama	UA	2-17-51	−	−	±	−	−			1+5−
1245	My True Story	(67)	Drama	Col	3-31-51	±	±	±	+	+	±		6+4−
1148	Mystery Street	(93)	Drama	MGM	5-20-50	±	±	±	⧺	±	+	+	8+4−
1212	Mystery Submarine	(78)	Drama	U-I	12- 9-50	±	±	±	±	+	⧺	±	8+5−
	N												
1264	Naughty Arlette	(86)	Comedy	UA	5-26-51	±	+		±	±	−		4+4−
1236	Navy Bound	(60)	Comedy	Mono	3- 3-51	±	+	±		+	+	±	6+3−
	Nevada Badmen	(58)	Western	Mono									
1200	Never a Dull Moment	(89)	Comedy	RKO	11- 4-50	⧺	+	±	⧺	+	+	±	9+2−
1257	New Mexico	(84)	Drama	UA	5-12-51	±	±	±	+	⧺	⧺	±	9+4−
1154	Next Voice You Hear . . ., The	(83)	Dr.	MGM	6-10-50	⧺	+	⧺	⧺	⧺	⧺	+	12+
1262	Night Into Morning	(86)	Drama	MGM	5-26-51	⧺	±	+	⧺	+	±	+	10+1−
1242	Night Riders of Montana	(60)	Western	Rep	3-17-51	+		±	+	+		±	5+2−
1282	No Highway in the Sky	(98)	Drama	20th-Fox	7-28-51	+	⧺	⧺	+	+	⧺		9+
1268	No Questions Asked	(81)	Drama	MGM	6- 9-51	+	+	±	+	+	±		6+2−
1173	No Way Out	(106)	Drama	20th-Fox	8- 5-50	+	⧺	±	⧺	⧺	⧺	+	11+1−
1206	North of the Great Divide	(67)	Western	Rep	11-25-50	+		±	+	±	+	±	6+3−
1277	Never Trust a Gambler	(79)	Drama	Col	7-14-51	±	±	±	±	−		±	5+6−
	O												
	Obsessed	(77)	Drama	UA									
1221	Odette	(100)	Drama	UA	1-13-51	⧺	+		⧺	⧺	+	⧺	10+
1211	Of Men and Music	(85)	Music	20th-Fox	12- 9-50	+		⧺	⧺	+	⧺	⧺	10+
1242	Oh! Susanna	(90)	Outd'r-Dr	Rep	3-17-51	+	±	±	⧺	+	±	±	8+4−
	Oklahoma Outlaws	(..)	Western	Mono									
1254	Oliver Twist	(105)	Drama	UA	4-28-51	+	⧺		⧺	+	+	⧺	9+
1275	On Moonlight Bay	(95)	Musical	WB	7- 7-51	⧺	⧺	⧺	+	⧺	⧺	+	12+
1165	On the Isle of Samoa	(63)	Drama	Col	7-15-50	±	−	+	±	±	±	±	6+6−
1286	On the Loose	(68)	Drama	RKO	8-11-51	+	−	±	+	+			4+2−
1204	One Minute to Twelve	(75)	Drama	UA	11-18-50	±			+				2+1−
1237	Only the Valiant	(105)	Hist-West	WB	3-10-51	⧺	±	⧺	⧺	⧺	+	+	11+1−
1254	On the Riviera	(89)	Mus-Com	20th-Fox	4-28-51	+	⧺	⧺	+	⧺	⧺	+	11+
1223	Operation Disaster	(101)	Drama	U-I	1-20-51	+	+		±	±	+	⧺	7+2−
1221	Operation Pacific	(111)	Drama	WB	1-13-51	+	±	+	⧺	+	+	+	8+1−
1218	Operation X	(79)	Drama	Col	12-23-50	−	−			=	−	±	1+6−
1129	Our Very Own	(89)	Drama	RKO	4- 1-50	±	±	⧺	⧺	+	⧺	+	10+2−
	Outlaw Gold	(51)	Western	Mono				±		±		±	3+3−
	Outlaws of Texas	(56)	Western	Mono				±		+		±	3+2−
1181	Outrage	(75)	Drama	RKO	9- 2-50	+	±	+	+	−	±	±	6+4−
	P												
1216	Pagan Love Song	(77)	Musical	MGM	12-23-50	⧺	±	±	+	+	+	+	8+2−
1243	Painted Hills, The	(68)	Drama	MGM	3-24-51	±	±	+	+	−	±		5+4−
	Pardon My French	(81)	Comedy	UA							±		1+1−
1261	Passage West	(80)	Western	Para	4-26-51	+	+	+	+	⧺	±		7+1−

++ Very Good; + Good; ± Fair; — Poor; = Very Poor. In the summary ++ is rated 2 pluses, = as 2 minuses.

P. G. Page	Title	Run Time	Type	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
1160	Panic in the Streets	(96)	Drama	20th-Fox	6-24-50	+	++	+	++	++	++	++	12+
1263	Paper Gallows	(69)	Drama	UA	5-26-51	±	—		—		±		2+4—
1234	Payment on Demand	(90)	Drama	RKO	2-24-51	++	++	++	++	++	++	++	14+
1274	Peking Express	(85)	Drama	Para	6-30-51	±	±	+	++	+	±	±	8+4—
	People Against O'Hara	(103)	Drama	MGM									
1287	People Will Talk	(110)	Comedy	20th-Fox	8-18-51	+							1+
1183	Petty Girl, The	(87)	Comedy	Col	9- 9-50	+			+	+	+		4+
1279	Pickup	(78)	Drama	Col	7-21-51	+	±	±	+	±	+	±	7+4—
1263	Pier 23	(60)	Drama	LP	5-26-51	±	±	±		±		±	5+5—
1288	Pistol Harvest	(60)	Western	RKO	8-18-51	+			±				2+1—
1282	Place in the Sun, A	(122)	Drama	Para	7-28-51	++	+			++			5+
1289	Pool of London	(86)	Drama	U-I	8-18-51	+			+	±			3+1—
1225	Prairie Roundup	(53)	Western	Col	1-27-51	±		+	+	±	+		5+2—
1219	Prehistoric Women	(74)	Drama	UA	12-30-50	+	+	±	+	+	—	=	5+4—
1212	Prelude to Fame	(78)	Mus-Dr	U-I	12- 9-50	+	+		+		+	+	5+
	Present Arms	(..)	Drama	LP									
1171	Pretty Baby	(92)	Comedy	WB	7-29-50	±	±	+	+	±	+	+	7+3—
1221	Pride of Maryland	(60)	Drama	Rep	1-13-51	+	±	±	+	+	±	±	7+4—
1266	Prince Who Was a Thief	(88)	Drama	U-I	6- 2-51	+	+	+	+	++	±	+	8+1—
1187	Prisoners in Petticoats	(60)	Drama	Rep	9-23-50	±	—	±	±	—	±	±	5+7—
1256	Prowler, The	(92)	Drama	UA	5- 5-51	+	±	±	+	±	±	++	8+5—
1203	Pygmy Island	(69)	Drama	Col	11-18-50	±	±	±	±	—	±	±	6+7—
	Q												
1238	Quebec	(85)	Drama	Para	3-10-51	±	—	±	+	—	+	±	5+5—
1244	Queen for a Day	(107)	Drama	UA	3-24-51	+	±	+	++	±	++		8+2—
	R												
	Racket, The	(..)	Drama	RKO									
1200	Raiders of Tomahawk Creek	(55)	Western	Col	11- 4-50	+		±	+	±	±		5+3—
1235	Raton Pass	(84)	Western	WB	3- 3-51	±	±	±	++	±	±	+	8+5—
1238	Rawhide	(86)	West-Dr	20th-Fox	3-10-51	++	+	+	++	++	+	+	10+
1288	Red Badge of Courage	(69)	Drama	MGM	8-18-51	+							1+
1214	Redhead and the Cowboy	(82)	Drama	Para	12-16-50	—	±	±	+	—	+	+	5+4—
1187	Redwood Forest Trail	(67)	Western	Rep	9-23-50	+		±	±	—	+	±	5+4—
1184	Return of Jesse James, The	(75)	Western	LP	9- 9-50	+	±	+	+			±	5+2—
1216	Revenue Agent	(72)	Drama	Col	12-23-50	+	±	±	±	+	±	±	7+5—
1230	Rhythm Inn	(71)	Musical	Mono	2-10-51	+	±	±		+	±		5+3—
1276	Rich, Young and Pretty	(95)	Musical	MGM	7- 7-51	+	+	+	+	+	++	++	9+
1232	Ridin' the Outlaw Trail	(56)	Western	Col	2-17-51	±		±	+	+	+		5+2—
1180	Right Cross	(90)	Drama	MGM	8-26-50	+	+	+	+	+	+	++	8+
1201	Rio Grande	(105)	Sup-West	Rep	11-11-50	++	±	++	++	++	++	+	12+1—
1204	Rio Grande Patrol	(60)	Western	RKO	11-18-50	+		±	±	+	+		5+2—
1284	Roadblock	(73)	Drama	RKO	8- 4-51	+	±	±	—	+			4+3—
	Roaring City	(60)	Drama	LP									
1192	Rocky Mountain	(83)	Sup-West	WB	10- 7-50	+	±	+	+	+	+	++	8+1—
1284	Rodeo King and the Senorita	(67)	West.	Rep	8- 4-51	±		+	+	±	+		5+2—
1217	Rogue River	(79)	Western	UA	12-23-50	+	±	±	±	+	±	±	7+5—
1229	Rough Riders of Durango	(60)	Western	Rep	2-10-51	+		±	+	+	+	±	6+2—
1185	Rookie Fireman	(63)	Drama	Col	9-16-50	±	—	±	±	±	±	±	6+7—
1229	Royal Wedding	(93)	Musical	MGM	2-10-51	++	+	++	++	++	++	++	13+
1284	Rhubarb	(95)	Comedy	Para	8- 4-51	++	+	±	++	+			6+1—
1206	Rustlers on Horseback	(60)	Western	Rep	11-25-50	+		±	+	+		±	5+2—
	S												
1247	Saddle Legion	(60)	Western	RKO	4- 7-51	+		±	±	+	±		5+3—
1182	Saddle Tramp	(76)	Western	U-I	9- 2-50	++	±	±	±	+	++	+	9+3—
1275	St. Benny, the Dip	(88)	Comedy	UA	7- 7-51	±	±	+	±		+		5+3—
1084	Samson and Delilah	(128)	Drama	Para	10-29-49	++	++	++	++	++	++	++	14+
1254	Santa Fe	(89)	Western	Col	4-28-51	+	±	+	+	+	+	±	7+2—
	Saturday's Hero	(111)	Drama	Col									
1278	Savage Drums	(70)	Adv-Dr	LP	7-14-51	±	—	±		±			3+4—
1245	Scarf, The	(86)	Drama	UA	3-31-51	±	±	+	++	++	+	±	9+3—
1258	Sealed Cargo	(90)	Mys-Dr	RKO	5-12-51	+	±	+	++	+	+	+	8+1—
1213	Second Face, The	(72)	Drama	UA	12-16-50	+	±	±	±	=		±	5+6—
1226	Second Woman, The	(91)	Drama	UA	1-27-51	+	±	±	+	±	+	+	7+3—
1274	Secret of Convict Lake, The	(83)	Dr.	20th-Fox	6-30-51	+	±	+	++	+	+	+	8+1—
1274	Secrets of Monte Carlo	(60)	Drama	Rep	6-30-51	—	±	±	±	±		±	5+6—
1195	September Affair	(103)	Drama	Para	10-21-50	+	±	+	++	++	+	+	9+1—
1180	Shakedown	(80)	Drama	U-I	8-26-50	±	±	±	+	+	+	±	7+4—
1211	Short Grass	(82)	Western	Mono	12- 9-50	±	±	±	+	+	±	±	7+5—
1268	Show Boat	(108)	Musical	MGM	6- 9-51	++	++	++	++	++	++	++	14+
1182	Showdown, The	(86)	Drama	Rep	9- 2-50	+	+	+	+	++	+		7+
1217	Sierra Passage	(80)	Western	Mono	12-23-50	±	±	±		+	+	±	6+4—
1272	Silver Canyon	(70)	Western	Col	6-23-51	+		±	±	+			4+2—
1246	Silver City Bonanza	(67)	Western	Rep	3-31-51	+		±	±	+	+	±	6+3—
	Silver Raiders	(55)	Western	Mono				±			±	±	3+3—
1273	Sirocco	(98)	Drama	Col.	6-30-51	+	±	±	±	+	±	+	7+4—
1264	Skipalong Rosenbloom	(73)	Comedy	UA	5-26-51	+	±	±	±				4+3—
	Sky High	(..)	Drama	LP									
1183	Sleeping City, The	(85)	Drama	U-I	9- 9-50	+	±	+	+	+	+	+	7+1—
1259	Smuggler's Gold	(64)	Adv-Dr	Col	5-19-51	+	±	±	±	+	±	±	7+5—
1252	Smuggler's Island	(75)	Drama	U-I	4-21-51	+	±	±	±	+	±	±	7+5—
1263	Snake River Desperadoes	(54)	Western	Col	5-26-51	±		±	±	+	±		5+4—
1226	So Long at the Fair	(85)	Drama	UA	1-27-51	+	±		+	++	+	++	8+1—
1243	Soldiers Three	(92)	Drama	MGM	3-24-51	+	±	+	+	++	+	+	8+1—
1194	Southside 1-1000	(73)	Drama	Mono	10-14-50	+	±	+	++	+	+	±	8+2—
1229	Spoilers of the Plains	(67)	Western	Rep	2-10-51	±		+	+	+	+	±	6+2—
	Stagecoach Driver	(..)	Western	Mono							±		1+1—
1218	Stage to Tucson	(82)	Western	Col	12-23-50	+	±	±	±	+		±	6+4—
1121	Stars in My Crown	(90)	Drama	MGM	3- 4-50	+	+	+	+	++	++	++	10+
1222	Steel Helmet, The	(84)	Drama	LP	1-13-51	+	++	++	++	+	+	±	10+1—
1168	Stella	(83)	Comedy	20th-Fox	7-22-50	±	±	±	±	++	+	+	8+4—
1271	Stop That Cab	(60)	Comedy	LP	6-23-51	±				—			1+2—
1214	Storm Warning	(91)	Drama	WB	12-16-50	+	++	+	++	+	+	+	9+
1269	Strangers on a Train	(101)	Drama	WB	6-16-51	++	+	++	++	++	++	++	13+
1270	Streetcar Named Desire, A	(125)	Drama	WB	6-16-51	++	+	++	++	++	++		11+
1273	Strictly Dishonorable	(95)	Drama	MGM	6-30-51	+	+	+	+	+	+	+	7+
1286	Strip, The	(84)	Drama	MGM	8-11-51	+	±	±	++	±			6+3—
1228	Sugarfoot	(80)	Super-West	WB	2- 3-51	±	—	±	+	±	—	±	5+6—
1175	Summer Stock	(109)	Musical	MGM	8-12-50	++	++	++	++	++	+	++	13+
	Sunny Side of the Street	(71)	Musical	Col									
1137	Sunset Boulevard	(110)	Drama	Para	4-22-50	++	+	++	++	++	++	++	13+
1190	Sunset in the West	(67)	Western	Rep	9-30-50	+		±	+	+	+	±	6+2—
1201	Sun Sets at Dawn, The	(71)	Drama	UA	11-11-50	—	±	±	±	+	+	±	6+5—
1196	Surrender	(90)	Drama	Rep	10-21-50	±	±	+	±	±	±	±	6+5—
1239	Sword of Monte Cristo	(80)	Drama	20th-Fox	3-17-51	±	±	±	+	++	±	±	8+5—
	T												
1269	Take Care of My Little Girl	(93)	Mus.	20-Fox	6-16-51	—	±	+	++	±		+	6+3—
1284	Tall Target, The	(78)	Drama	MGM	8- 4-51	+	+	±	+	+			5+1—
1205	Taming of Dorothy, The	(75)	Comedy	UA	11-25-50	+	±	—	++		—		4+3—
1228	Target Unknown	(90)	Drama	U-I	2- 3-51	+	±	±	+	+	+	+	7+2—
1244	Tarzan's Peril	(79)	Drama	RKO	3-24-51	+	±	±	+	±	±		6+4—
1178	Tea for Two	(101)	Musical	WB	8-19-50	±	+	+	++	+	+	±	8+2—
1236	Teresa	(103)	Drama	MGM	3- 3-51	±	±	±	++	±	++	+	9+4—
1200	Texan Meets Calamity Jane, The	(71)	West.	Col	11- 4-50	—		—	±	=	—	±	2+7—
1242	Texans Never Cry	(70)	Western	Col	3-17-51	±		±	+	—	±		4+4—
1266	Texas Rangers, The	(74)	Western	Col	6- 2-51	+	±	+	+	+	±	±	7+3—
1268	That's My Boy	(100)	Comedy	Para	6- 9-51	+	++	++	++	++	+	+	11+
1264	They Were Not Divided	(102)	Drama	UA	5-26-51	±	±		+				3+2—
1250	Thing From Another World	(86)	Drama	RKO	4-14-51	+	+	+	++	++	+	++	10+
1225	13th Letter, The	(85)	Drama	20th-Fox	1-27-51	++	+	+	++	++	+	+	10+
1224	Three Desperate Men	(69)	Western	LP	1-20-51	±		±		—		±	3+4—
1232	Three Guys Named Mike	(90)	Comedy	MGM	2-17-51	+	+	+	++	++	+	+	9+
1202	Three Husbands	(78)	Comedy	UA	11-11-50	+	+	+	++	+	±	+	8+1—
1182	Three Secrets	(98)	Drama	WB	9- 2-50	+	+	+	++	+	+	+	8+
1272	Three Steps North	(85)	Drama	UA	6-23-51	+	±	±	+	+	±	±	7+4—
1252	Thunder in God's Country	(67)	Western	Rep	4-21-51	+		±	+	+	±	±	6+3—
1285	Thunder on the Hill	(85)	Drama	U-I	8-11-51	+	±	±	+	+			5+2—
1180	Toast of New Orleans	(98)	Musical	MGM	2-26-50	++	+	++	++	++	+		10+
1192	To Please a Lady	(102)	Comedy	MGM	10- 7-50	+	+	+	+	++	+	±	8+1—
1255	Tokyo File 212	(84)	Drama	RKO	5- 5-51	±	±	±	—	±	+	±	6+6—
1222	Tomahawk	(82)	Sup-West	U-I	1-13-51	+	±	+	+	+	+	+	7+1—
1288	Tomorrow Is Another Day	(90)	Drama	WB	8-18-51	+	+			+			3+
	Too Young to Kiss	(..)	Comedy	MGM									
1210	Tougher They Come, The	(69)	Drama	Col	12- 9-50	+	±	±	±	+	±	±	7+5—
1215	Trail of Robin Hood	(67)	Western	Rep	12-23-50	±		±	+	+	+	±	6+3—
1186	Train to Tombstone	(59)	Western	LP	9-16-50	—		—		—		±	1+4—
1190	Trio	(92)	Com-Dr	Para	9-30-50	+	+	++	++	+	++	++	11+
	Triple Trouble	(66)	Drama	Mono			±	±		±		±	4+4—
1191	Tripoli	(95)	Hist-Dr	Para	10- 7-50	+	±	±	++	++	++	+	10+2—
1209	Try and Get Me (Reviewed as Sound of Fury)	(92)	Drama	UA	12- 9-50	+	++	+	++	+	+	±	9+1—
1194	Two Flags West	(92)	Act-Dr	20th-Fox	10-14-50	++	±	+	+	++	+	+	9+1—
1274	Two Gals and a Guy	(70)	Comedy	UA	6-30-51	±	—	±	±	=			3+6—
1217	Two Lost Worlds	(60)	Drama	UA	12-23-50	±	±	±	+	±	±		6+5—
1273	Two of a Kind	(75)	Drama	Col	6-30-51	+	±	±	±	+	±	±	7+5—
1196	Two Weeks With Love	(93)	Mus-Com	MGM	10-21-50	++	+	+	+	++	+	+	9+
	U												
1202	Undercover Girl	(83)	Drama	U-I	11-11-50	—	±	±	+	+	±	+	6+4—
1209	Under Mexicali Stars	(67)	Western	Rep	12- 9-50	+		+	+	±	±	±	6+3—
1216	Under the Gun	(83)	Drama	U-I	12-23-50	+	±	±	+	+	±	±	7+4—
1166	Union Station	(81)	Drama	Para	7-15-50	—	+	+	++	++	+	++	9+1—
1236	Up Front	(92)	War-Drama	U-I	3- 3-51	+	+	++	+	+	+	++	9+
	V												
1234	Valentino	(108)	Drama	Col	2-24-51	++	+	++	++	++	+	+	11+
	Varieties on Parade	(67)	Musical	LP									
1207	Vendetta	(84)	Drama	RKO	12- 2-50	±	±	+	±	++	—	±	7+4—
1227	Vengeance Valley	(82)	Sup-West	MGM	2- 3-51	+	+	+	++	++	+	+	9+
1120	Vicious Years, The	(81)	Drama	UA									
1176	Vigilante Hideout	(60)	Western	Rep	8-12-50	—		±	+	—	±	±	4+5—
	W												
1181	Walk Softly, Stranger	(81)	Drama	RKO	9- 2-50	++	±	+	±	±	±	+	8+4—
	Wanted: Dear or Alive	(..)	Western	Mono									
1265	Warpath	(95)	Drama	Para	6- 2-51	+	+	±	+	++	+		7+1—
1205	Watch the Birdie	(72)	Comedy	MGM	11-25-50	+	+	+	++	+	+	±	8+1—
	Well, The	(..)	Drama	UA									
1260	Wells Fargo Gunmaster	(60)	Western	Rep	5-19-51	+		±	±	+	±	±	[illegible]
1204	West Point Story, The	(107)	Drama	WB	11-18-50	++	++	+	++	++	+	±	11+1—
1249	When I Grow Up	(90)	Drama	UA	4-14-51	+	+	+	+	±	++		7+1—
1257	When the Redskins Rode	(78)	Western	Col	5-12-51	±	±	±	+	+	±		6+4—
1219	When You're Smiling	(75)	Drama	Col	12-30-50	+	—	±	±	+	±		5+4—
1160	Where Danger Lives	(84)	Drama	RKO	6-24-50	±	±	±	±	+	±	+	7+5—
1250	Whirlwind	(70)	Western	Col	4-14-51	+		±	+	++	±		6+2—
1287	Whistle at Eaton Falls, The	(96)	Drama	Col	8-18-51	+	±	±	+	±	++		[illegible]
1260	Wicked City, The	(76)	Drama	UA	5-19-51	+	—		=				1+3—
1191	Woman on the Run	(77)	Drama	U-I	10- 7-50	+	±	±	+	+	+	++	8+2—
1191	Wyoming Mail	(87)	Western	U-I	10- 7-50	+	±	±	+	+	+	+	7+2—
	Y												
1232	Yank in Korea, A	(73)	War-Drama	Col	2-17-51	+	±	±	+	+	±	+	7+3—
1283	Yes Sir, Mr. Bones	(54)	Musical	LP	8- 4-51	±	±	±		—			3+4—
1233	You're in the Navy Now (Reviewed as U.S.S. Teakettle)	(93)	Com.	20th-Fox	2-24-51	+	++	+	+	+	+	+	8+
	Yukon Manhunt	(62)	Adv.-Dr.	Mono			±			+	±	—	[illegible]

FEATURE CHART

Feature productions by company in order of release. Number in square is national release date. Running time is in parentheses. Type of story is indicated by letters and combinations thereof as follows: (C) Comedy; (D) Drama; (CD) Comedy-Drama; (F) Fantasy; (M) Musical; (W) Western; (SW) Superwestern. Release number follows. ⊕ denotes BOXOFFICE Blue Ribbon Award Winner. ○ denotes color photography. For review dates and Picture Guide page numbers, see Review Digest.

	COLUMBIA Type Rel. No.	LIPPERT Type Rel. No.	M-G-M Type Rel. No.	MONOGRAM Type Rel. No.
OCT	**Fuller Brush Girl, The (85)**.....C..239 Lucille Ball, Eddie Albert **Rookie Fireman (63)**............D..311 Barton MacLane, M. Reynolds, B. Williams **○Last of the Buccaneers (79)**..D..341 Paul Henreid, Jack Oakie, Karin Booth **Between Midnight & Dawn (89)** D..328 Mark Stevens, Gale Storm **Raiders of Tomah'k Creek (55)** W..362 Charles Starrett, Smiley Burnette	6 **Border Rangers (57)** ....W..4933 Don Barry, Wally Vernon, Pamela Blake 13 **Holiday Rhythm (59)** ....C..4911 Mary Beth Hughes, David Street, Wally Vernon	6 **Right Cross (90)** ....D..104 June Allyson, Ricardo Montalban, Dick Powell 13 **To Please a Lady (102)** ......C..105 Barbara Stanwyck, Clark Gable 20 **Miniver Story, The (104)** ......D..106 Greer Garson, Walter Pidgeon 27 **Next Voice You Hear, The (83)** D..110 James Whitmore, Nancy Davis	8 **Cherokee Uprising (57)** ......W..4944 Whip Wilson, Andy Clyde, Lois Hall 15 **Modern Marriage, A (66)** ....D..5119 Robert Clarke, Reed Hadley, Margaret Field 22 **Hot Rod (61)** ....D..4918 James Lydon, Gloria Winters, Art Baker 29 **Blues Busters (64)** ....C..4916 Leo Gorcey, Adele Jergens, Huntz Hall
NOVEMBER	**Harriet Craig (94)**............D..323 Joan Crawford, Allyn Joslyn, Wendell Corey **Emergency Wedding (78)**......C..332 Larry Parks, Una Merkel, Barbara Hale **Pygmy Island (69)**............D..342 Johnny Weissmuller, Ann Savage, David Bruce **○Texan Meets Cal'ity Jane (71)** W..303 **Chain Gang (70)** ....D..313 Douglas Kennedy, Marjorie Lord **Blazing Sun (70)** ....W..246		3 **Dial 1119 (75)** ....D..107 Marshall Thompson, Virginia Field, Andrea King 9 **Stars in My Crown (90)** ....D.. 40 Joel McCrea, Ellen Drew, Dean Stockwell 10 **○Two Weeks With Love (93)** ..M..108 Jane Powell, Ricardo Montalban, Louis Calhern 24 **⊕○King Solomon's Mines (105)** D..109 Stewart Granger, Richard Carlson, Deborah Kerr	5 **Joe Palooka in the Squared Circle (63)** ....C..5117 Joe Kirkwood jr., James Gleason 12 **Southside 1-1000 (73)** ......D..AA17 Don DeFore, Andrea King, George Tobias 26 **Outlaw Gold (51)** ....W..4954 Johnny Mack Brown, Jane Adams, Myron Healy
DECEMBER	**Killer That Stalked N. Y. (79)** D..338 (Reviewed as Frightened City) Evelyn Keyes, William Bishop **He's a Cockeyed Wonder (77)**..C..340 Mickey Rooney, Terry Moore, William Demarest **Lightning Guns (55)** ....W..361 Charles Starrett, Smiley Burnette **Tougher They Come, The (69)** ..D..305 Wayne Morris, Preston Foster, Kay Buckley	9 **Bandit Queen (70)** ....W..5001 Barbara Britton, Philip Reed, Willard Parker	15 **Mrs. O'Malley and Mr. Malone (69)** ....C..111 Marjorie Main, James Whitmore, Ann Dvorak 29 **○Pagan Love Song (77)** ......M..112 Esther Williams, Howard Keel, Minna Gombell	3 **Father's Wild Game (61)** ....C..5125 Raymond Walburn, Gary Gray, Jane Darwell 10 **Outlaws of Texas (56)** ......W..4945 Whip Wilson, Phyllis Coates, Andy Clyde 17 **Call of the Klondike (67)** ....D..4920 Anne Gwynne, Tom Neal, Kirby Grant 24 **Short Grass (82)** ....W..AA18 Rod Cameron, Cathy Downs, J. M. Brown 31 **Sierra Passage (80)** ....W..5107 Wayne Morris, Lola Albright, Alan Hale jr.
JANUARY	**Great Manhunt, The (97)**......D..331 (Rev. as State Secret) Douglas Fairbanks jr. **Flying Missile, The (92)** ......D..335 Glenn Ford, Viveca Lindfors, Henry O'Neill **○Stage to Tucson (82)** ....W..354 Rod Cameron, Wayne Morris **Prairie Roundup (53)** ....W..363 **Gasoline Alley (77)** ....C..301 Scotty Beckett, Jimmy Lydon **Gene Autry and Mounties (70)**..W..351	5 **Three Desperate Men (69)** ....W..5009 Preston Foster, Jim Davis, Virginia Grey	12 **Watch the Birdie (72)** ....C..113 Red Skelton, Arlene Dahl, Ann Miller 19 **Grounds for Marriage (90)** ...C..114 Van Johnson, Kathryn Grayson, Paula Raymond 26 **⊕○Kim (113)** ....D..115 Errol Flynn, Dean Stockwell, Paul Lukas	14 **Colorado Ambush (52)** ......W..4955 Johnny Mack Brown, Lois Hall, Myron Healy 21 **Bowery Battalion (69)** ....C..5111 Leo Gorcey, Huntz Hall, Bowery Boys 28 **○Blue Blood (72)** ....D..4904 Bill Williams, Jane Nigh, Arthur Shields
FEBRUARY	**Born Yesterday (103)** ....C..344 Judy Holliday, William Holden, Brod. Crawford **Operation X (79)** ....D..333 Edward G. Robinson, Peggy Cummins **Revenue Agent (72)** ....D..312 Douglas Kennedy, Jean Willes, Onslow Stevens **Counterspy Meets Scotland Yard (67)** ....D..307 Howard St. John, Amanda Blake	3 **Steel Helmet, The (84)** ......D..5006 Gene Evans, Steve Brodie, James Edwards 23 **Fingerprints Don't Lie (55)** ...D..5015 Richard Travis, Sid Melton, Sheila Ryan	9 **Magnificent Yankee, The (88)**..D..116 Louis Calhern, Ann Harding, Edward Franz 16 **○Vengeance Valley (82)** ....SW..117 Burt Lancaster, Robert Walker, Joanne Dru 23 **Cause for Alarm (73)** ....D..118 Loretta Young, Barry Sullivan, Bruce Cowling	4 **Abilene Trail (64)** ....W..4946 Whip Wilson, Andy Clyde, Noel Neill 11 **Rhythm Inn (71)** ....M..5115 Jane Frazee, Kirby Grant, Charles Smith 18 **Vicious Years, The (81)** ......D..5191 Tommy Cook, Gar Moore, Sybil Merritt
MARCH	**Yank in Korea, A (73)** ....D..346 **Ridin' the Outlaw Trail (56)** ...W..264 **○Al Jennings of Oklahoma (79)** D..327 **"M" (88)** ....D..347 David Wayne, Howard DaSilva, Luther Adler **My True Story (67)** ....D..308 Willard Parker, Helen Walker **Flame of Stamboul (68)** ....D..314 **Texans Never Cry (70)** ......W..352 **Fort Savage Raiders (54)** .....W..365	16 **Mask of the Dragon (55)** .....D..5013 Richard Travis, Sid Melton, Sheila Ryan 30 **Stop That Cab (60)** ....C..5014 Sid Melton, Iris Adrian, Marjorie Lord	9 **Three Guys Named Mike (90)** ..C..119 Jane Wyman, Van Johnson, Howard Keel 16 **Inside Straight (87)** ....D..123 David Brian, Arlene Dahl, Barry Sullivan 23 **⊕○Royal Wedding (93)** ......M..121 Fred Astaire, Jane Powell, Peter Lawford	4 **Navy Bound (60)** ....C..5120 Tom Neal, Regis Toomey, Wendy Waldron 11 **Man From Sonora (54)** ....W..5141 Johnny Mack Brown, Lyle Talbot, Lee Roberts 18 **Gypsy Fury (63)** ....D..5192 Viveca Lindfors, Christopher Kent, R. Brent 25 **Lion Hunters, The (73)** ......D..5109 Johnny Sheffield, Ann Todd, Morris Ankrum
APRIL	**○Valentino (108)** ....D..320 Eleanor Parker, Anthony Dexter, R. Carlson **○Santa Fe (89)** ....W..330 Randolph Scott, Janis Carter, Jerome Courtland **Fury of the Congo (69)** ....D..329 Johnny Weissmuller, Sherry Moreland **Whirlwind (70)** ....W..354 Gene Autry, Smiley Burnette	20 **Danger Zone (56)** ....D..5017 Hugh Beaumont, Edward Brophy, R. Travis 27 **Pier 23 (60)** ....D..5018 Hugh Beaumont, Ann Savage	13 **⊕Father's Little Dividend (82)** C..124 Spencer Tracy, Joan Bennett, Elizabeth Taylor 20 **Soldiers Three (92)** ....D..126 Walter Pidgeon, Stewart Granger, David Niven 27 **⊕○Great Caruso, The (110)** ..M..127 Mario Lanza, Ann Blyth, Dorothy Kirsten	8 **Canyon Raiders (54)** ....W..5151 Whip Wilson, Fuzzy Knight, Phyllis Coates 15 **I Was an American Spy (85)** ..D..AA19 Ann Dvorak, Gene Evans, Douglas Kennedy 29 **Ghost Chasers (69)** ....C..5112 Huntz Hall, Leo Gorcey, Bowery Boys
MAY	**Brave Bulls, The (108)** ....D..321 Mel Ferrer, Miroslava, Anthony Quinn **Her First Romance (73)** ....C..358 Margaret O'Brien, Allan Martin jr. **○When the Redskins Rode (78)** W..339 Jon Hall, Mary Castle, James Seay **Smuggler's Gold (64)** ....D..315 Cameron Mitchell, Amanda Blake **Snake River Desperadoes (54)** W..366 Charles Starrett, Smiley Burnette	4 **Roaring City (60)** ....D..5016 Hugh Beaumont, Richard Travis 18 **Kentucky Jubilee (75)** ....C..5007 Jerry Colonna, Jean Porter, James Ellison	4 **○Painted Hills, The (68)** ......D..125 Lassie, Paul Kelly, Gary Gray, Ann Doran 18 **Home Town Story (61)** ......D..128 Donald Crisp, Jeffrey Lynn, Marjorie Reynolds 25 **Go for Broke! (92)** ....D..129 Van Johnson, Warner Anderson	6 **Blazing Bullets (51)** ....W..5142 Johnny Mack Brown, Lois Hall 13 **○Cavalry Scout (78)** ....W..5101 Audrey Long, Rod Cameron, Jim Davis 17 **Nevada Badmen (58)** ......W..5152 Whip Wilson, Fuzzy Knight, Phyllis Coates 20 **According to Mrs. Hoyle (60)**..D..5122 Spring Byington, Tanis Chandler, Brett King
JUNE	**○Lorna Doone (84)** ....C..336 Barbara Hale, Richard Greene, Ron Randell **○Texas Rangers, The (74)** ....W..325 George Montgomery, Gale Storm **China Corsair (67)** ....D..316 Jon Hall, Lisa Ferraday, Ron Randell **Silver Canyon (70)** ....W..355 Gene Autry, Champion, Gail Davis	15 **Little Big Horn (82)** ....W..5003 John Ireland, Marie Windsor, Lloyd Bridges 22 **Savage Drums (70)** ....W..5001 Babu, Lita Baron, Sid Melton	8 **Night Into Morning (86)** ......D..130 Ray Milland, John Hodiak, Nancy Davis 15 **No Questions Asked (81)** .....D..132 Arlene Dahl, George Murphy, Barry Sullivan 22 **○Excuse My Dust (82)** ....M..133 Red Skelton, Sally Forrest, Macdonald Carey 29 **Kind Lady (78)** ....D..134 Ethel Barrymore, Maurice Evans, A. Lansbury	10 **Casa Manana (73)** ....M..5116 Robert Clarke, Virginia Welles 17 **Father Takes the Air (61)** ....C..5126 Raymond Walburn, Walter Catlett 24 **Montana Desperadoes (51)** ....W..5143 Johnny Mack Brown, Lois Hall
JULY	**Sirocco (98)** ....D..348 Humphrey Bogart, Lee J. Cobb, Marta Toren **○Hurricane Island (71)** ......D..349 **Two of a Kind (75)** ....D..350 Edmond O'Brien, Lizabeth Scott, Terry Moore **Big Gusher (68)** ....D..306 Wayne Morris, Preston Foster, Dorothy Patrick **Bonanza Town (56)** ....W..367 **○Mask of the Avenger (83)**....D..359 John Derek, Anthony Quinn, Jody Lawrance	6 **G.I. Jane (62)** ....C..5012 Jean Porter, Tom Neal, Iris Adrian 13 **Yes Sir, Mr. Bones (54)** ......M..5019 All-Star Minstrel Show 20 **Varieties on Parade (67)** ....M..5020 Jackie Coogan, All-Star Revue 27 **Lost Continent, The (84)** ....D..5004 Cesar Romero, Hillary Brooke	6 **Strictly Dishonorable (95)** .....D..131 Ezio Pinza, Janet Leigh, Millard Mitchell 13 **○Show Boat (108)** ....M..135 Kathryn Grayson, Howard Keel, Ava Gardner 20 **Law and the Lady (104)** ......C..136 Greer Garson, Michael Wilding, Marjorie Main 27 **Teresa (103)** ....D..137 Pier Angeli, John Ericson, Patricia Collinge	8 **Yukon Manhunt (62)** ....D..5123 Kirby Grant, Chinook, Gail Davis 15 **Stagecoach Driver (52)**.......W..5153 Whip Wilson 29 **Let's Go Navy (68)**...........C..5113 Leo Gorcey, Huntz Hall, Tom Neal
AUGUST	**Whistle at Eaton Falls, The (96)** D..322 Lloyd Bridges, Dorothy Gish **Never Trust a Gambler (79)** ...D..326 Dane Clark, Cathy O'Donnell, Tom Drake **Pickup (78)** ....D..357 Beverly Michaels, Hugo Haas, Allan Nixon **Cyclone Fury (54)** ....W..368 Charles Starrett, Smiley Burnette **Chain of Circumstance (..)**...D.. Richard Grayson, Margaret Field	17 **Home Town Boy (55)** ......C..5022 Harold Lloyd jr., Cathy Downs 24 **Leave It to the Marines (..)** ..C..5005 Sid Melton, Mara Lynn	3 **○Rich, Young and Pretty (95)**..M..138 Jane Powell, Vic Damone, Danielle Darrieux 17 **Tall Target, The (78)**..........D..139 Dick Powell, Paula Raymond, Adolphe Menjou 31 **Strip, The (85)**...............D..140 Mickey Rooney, Sally Forrest, Monica Lewis	26 **Disc Jockey (80)**............M..AA21 Ginny Simms, Michael O'Shea, Jane Nigh **Oklahoma Justice (56)** ......W..5144 Johnny Mack Brown
SEPTEMBER	**Saturday's Hero (111)**.........D..318 John Derek, Donna Reed **Lady and the Bandit, The (79)**..D..337 Louis Hayward, Patricia Medina **○Sunny Side of the Street (71)**..M.. Frankie Laine, Billy Daniels, Terry Moore **○Magic Carpet, The (89)**.......C.. Lucille Ball, John Agar, Patricia Medina **Corky of Gasoline Alley (80)**...D..302 **Hills of Utah (70)**............W..356	7 **FBI Girl (..)** ....D..5002 Cesar Romero, Gene Evans, Ellen Drew 14 **Present Arms (..)** ....D..5023 Joe Sawyer, William Tracy 21 **Sky High (..)** ....D..5024 Sid Melton, Mara Lynn	7 **People Against O'Hara (103)**...D..201 Spencer Tracy, John Hodiak, Diana Lynn 14 **Angels in the Outfield (..)**......D-202 Paul Douglas, Janet Leigh 21 **○Mr. Imperium (87)**..........M..203 Lana Turner, Ezio Pinza, Barry Sullivan 28 **Red Badge of Courage (69)**....D..204 Audie Murphy, Bill Mauldin	9 **Wanted: Dead or Alive (59)**..W..5154 Whip Wilson, Andy Clyde 16 **Joe Palooka in Triple Cross (..)** D..5118 Joe Kirkwood, Cathy Downs 23 **○Flight to Mars (..)** ....D..5103 Marguerite Chapman, Cameron Mitchell

FEATURE CHART

PARAMOUNT Type Rel. No.	RKO RADIO Type Rel. No.	REPUBLIC Type Rel. No.	20TH CENTURY-FOX Type Rel. No.	
12 Cassino to Korea (58) ......D..5008 Narrator—Quentin Reynolds ⊙Copper Canyon (84) ......W..5003 Ray Milland, Hedy Lamarr, Macdonald Carey Dark City (97) ....D..5004 Charlton Heston, Lizabeth Scott, Dean Jagger	7 Outrage (75) ....D..103 Mala Powers, Tod Andrews, Robert Clarke 16 Walk Softly, Stranger (81) ...D..102 Joseph Cotten, Valli, Spring Byington 21 Rio Grande Patrol (60) ....W..108 Tim Holt, Jane Nigh, Richard Martin 26 Mad Wednesday (77) ....C..166 Harold Lloyd, Frances Ramsden	1 Frisco Tornado (60) ....W..4967 Allan Lane, Eddy Waller, Martha Hyer 15 Hit Parade of 1951 (85) .....M..5002 John Carroll, Estelita Rodriguez 25 Rustlers on Horseback (60) ..W..4968 Allan Lane, Claudia Barrett, Eddy Waller	Fireball, The (83) ....D..023 Mickey Rooney, Pat O'Brien, Beverly Tyler ⊙Mister 880 (90) ....C..024 Burt Lancaster, Dorothy McGuire No Way Out (106) ....D..025 Linda Darnell, Richard Widmark, S. McNally ⊙I'll Get By (83) ....M..027 Gloria DeHaven, Dennis Day, June Haver	OCTOBER
11 ⊙Tripoli (95) ....D..5005 Maureen O'Hara, John Payne, Phillip Reed 23 ⊙Let's Dance (112).........MC..5006 Betty Hutton, Fred Astaire, Roland Young	1 ⊙Joan of Arc (165) ....D..118 Ingrid Bergman, Jose Ferrer, Francis L. Sullivan 21 Experiment Alcatraz (58) ....D..107 John Howard, Lynne Carter, Joan Dixon 22 Never a Dull Moment (89) ....C..106 Fred MacMurray, Andy Devine, Irene Dunne 23 Where Danger Lives (84) ......D..024 Robert Mitchum, Claude Rains, Faith Domergue	15 North of Great Divide (67) ...W..4944 Roy Rogers, Penny Edwards, Gordon Jones 22 Under Mexicali Stars (67) ....W..4954 Rex Allen, Dorothy Patrick 20 Macbeth (85) ....D..5003 Orson Welles, Jeanette Nolan, Dan O'Herlihy Rio Grande (105) ....SW..5004 John Wayne, Maureen O'Hara, Ben Johnson Missourians, The (60) ......W..4974 Monte Hale, Paul Hurst, Lyn Thomas	Two Flags West (92) ....D..029 Joseph Cotten, Linda Darnell All About Eve (138) ....D..030 Bette Davis, Anne Baxter, George Sanders Jackpot, The (85) ....C..031 James Stewart, Barbara Hale, Patricia Medina	NOVEMBER
Mr. Music (113) ....MC..5007 Bing Crosby, Nancy Olson, Charles Coburn	29 Vendetta (84) ....D..167 Faith Domergue, George Dolenz, Hillary Brooke	15 California Passage (90) ....W..5005 Forrest Tucker, Adele Mara, Jim Davis 15 ⊙Trail of Robin Hood (67) ..W..4946 Roy Rogers, Penny Edwards, Gordon Jones 22 Rough Riders of Durango (60) .W..5058 Allan Lane, Aline Towne, Ross Ford	⊙American Guerrilla in the Philippines (105) ....D..032 Tyrone Power, Micheline Prelle For Heaven's Sake (92) ....C..033 Clifton Webb, Joan Bennett, Robert Cummings	DECEMBER
⊙Branded (95) ....W..5009 Alan Ladd, Mona Freeman, Charles Bickford 17 At War With the Army (93) ..C..5014 Dean Martin, Jerry Lewis, Polly Bergen	8 Hunt the Man Down (68) ....D..111 Mary Anderson, Gig Young, Lynne Roberts 8 Law of the Badlands (60) ....W..113 Tim Holt, Richard Martin, Joan Dixon 13 Company She Keeps, The (83) ..D..109 Lizabeth Scott, Jane Greer, Dennis O'Keefe 15 Double Deal (65) ....D..112 Marie Windsor, Richard Denning, Fay Baker 27 Gambling House (80) ....D..110 Victor Mature, Terry Moore, William Bendix	29 Pride of Maryland (60) ......D..5023 Stanley Clements, Peggy Stewart, Frankie Darro 27 Belle Le Grand (90) ....D..5006 Vera Ralston, John Carroll	Mudlark, The (99) ....D..101 Irene Dunne, Alec Guinness, Andrew Ray Man Who Cheated Himself (81) D..102 Lee J. Cobb, Jane Wyatt, John Dall ⊙Halls of Montezuma (113) ...D..103 Richard Widmark, Walter Palance, Karl Malden	JANUARY
September Affair (103) ......D..5012 Joan Fontaine, Joseph Cotten, Jessica Tandy 22 ⊙Great Missouri Raid, The (85) D..5013 Wendell Corey, Ellen Drew, Macdonald Carey	10 Cry Danger (79) ....D..115 Dick Powell, Rhonda Fleming, Richard Erdman	5 Spoilers of the Plains (67) ....W..5041 Roy Rogers, Penny Edwards, Gordon Jones 23 Missing Women (60) ....D..5025 Penny Edwards, James Millican 28 Night Riders of Montana (60) .W..5059 Allan Lane, Claudia Barrett, Chubby Johnson	⊙Call Me Mister (95) ....M..104 Betty Grable, Dan Dailey, Dale Robertson ⊙I'd Climb the Highest Mountain (88) ....D..105 Susan Hayward, William Lundigan, R. Calhoun 13th Letter, The (85) ....D..107 Linda Darnell, Charles Boyer, Michael Rennie	FEBRUARY
Redhead and the Cowboy (82) D..5015 Glenn Ford, Rhonda Fleming, Alan Reed 24 Mating Season, The (101) ....C..5016 Gene Tierney, John Lund, Miriam Hopkins 28 ⊙Samson and Delilah (128) ..D..5010 Victor Mature, Hedy Lamarr, George Sanders	3 Payment on Demand (90) ....D..171 Bette Davis, Barry Sullivan, Kent Taylor 17 Tarzan's Peril (79) ....D..172 Lex Barker, Virginia Huston, George Macready 31 Thing From Another World (86) D..174 Eduard Franz, Margaret Sheridan, James Arness	1 Silver City Bonanza (67) ....W..5051 Rex Allen, Buddy Ebsen, Mary Ellen Kay 5 Cuban Fireball (78) ......MC..5007 Estelita Rodriguez, Warren Douglas 10 ⊙Oh! Susanna (90) ....D..5008 Rod Cameron, Adrian Booth, Forrest Tucker 23 Insurance Investigator (60) ..D..5026 Richard Denning, Audrey Long, Hillary Brooke 30 Heart of the Rockies (67) ...W..5042 Roy Rogers, Penny Edwards, Gordon Jones	⊙Sword of Monte Cristo (80) ..D..106 George Montgomery, Berry Kroeger, P. Corday Lucky Nick Cain (87) ....D..108 George Raft, Coleen Gray, Charles Goldner ⊙Bird of Paradise (100) ......D..109 Louis Jourdan, Debra Paget, Jeff Chandler Of Men and Music (85) ....M..137 Artur Rubinstein, Jan Peerce, Jascha Heifetz	MARCH
Molly (83) ....C..5011 (Rev. as The Goldbergs) Gertrude Berg, Philip Loeb ⊙Quebec (85) ....D..5017 John Barrymore Jr., Corinne Calvet, P. Knowles Lemon Drop Kid, The (91) ....C..5018 Bob Hope, Marilyn Maxwell, Lloyd Nolan	7 Kon-Tiki (68) ....D..173 Thor Heyerdahl, Knut Haugland 7 Saddle Legion (60) ....W..117 Tim Holt, Dorothy Malone, Richard Martin 14 Footlight Varieties (61) ......M..116 Jack Paar, Red Buttons, Leon Errol 21 My Forbidden Past (70) ......D..114 Ava Gardner, Melvyn Douglas, Robert Mitchum	8 Thunder in God's Country (67) .W..5052 Rex Allen, Mary Ellen Kay, Buddy Ebsen	Kefauver Crime Invest. (52) ..D..138 You're in the Navy Now (93) ..C..110 (Rev. as U.S.S. Teakettle) Gary Cooper I Can Get It for You Wholesale (91) ....D..111 Dan Dailey, Susan Hayward 14 Hours (91) ....D..114 Paul Douglas, Richard Basehart, B. Bel Geddes	APRIL
Appointment With Danger (90) D..5019 Alan Ladd, Jan Sterling, Phyllis Calvert ⊙Last Outpost, The (87)......D..5020 Ronald Reagan, Rhonda Fleming, Peter Hanson	5 Tokyo File 212 (84) ....D..175 Florence Marly, Robert Peyton 19 Sealed Cargo (90) ....D..118 Dana Andrews, Claude Rains, Carla Balenda	1 Buckaroo Sheriff of Texas (60) W..5066 Michael Chapin, Eilene Janssen 15 In Old Amarillo (67) ......W..5043 Roy Rogers, Estelita Rodriguez, Penny Edwards 15 Wells Fargo Gunmaster (60) ..W..5061 Allan Lane, Mary Ellen Kay 15 Bullfighter and the Lady (87) D..5009 Robert Stack, Gilbert Roland, Virginia Grey 30 Million Dollar Pursuit (60) ....D..5028 Penny Edwards, Grant Withers, Norman Budd	Follow the Sun (77) ....D..112 Glenn Ford, Anne Baxter, Dennis O'Keefe Rawhide (86) ....SW..113 Tyrone Power, Susan Hayward, Hugh Marlowe ⊙On the Riviera (89) ....MC..115 Danny Kaye, Gene Tierney, Corinne Calvet	MAY
Dear Brat (82) ....D..5021 Mona Freeman, Edward Arnold, Billy DeWolfe Trio (92) ....CD..5030 Jean Simmons, Michael Rennie, Anne Crawford	2 ⊙Jungle Headhunters (65) .....D..177 Lewis Cotlow, All Native Cast 9 Hard, Fast and Beautiful (76) D..119 Claire Trevor, Sally Forrest, Carleton Young 16 ⊙Best of the Badmen (84) ....W..176 Robert Ryan, Claire Trevor, Jack Buetel	1 Fighting Coast Guard (86) ...D..5010 Brian Donlevy, Forrest Tucker, Ella Raines 28 Secrets of Monte Carlo (60) .D..5030 Warren Douglas, Lois Hall, June Vincent	⊙Half Angel (77) ....D..116 Loretta Young, Joseph Cotten, Cecil Kellaway House on Telegraph Hill (93) ..D..117 Richard Basehart, Valentina Cortesa As Young As You Feel (77) ...C..120 Monty Woolley, Thelma Ritter, David Wayne	JUNE
⊙Passage West (80) ....W..5022 John Payne, Arleen Whelan, Dennis O'Keefe Ace in the Hole (112)........D..5023 Kirk Douglas, Jan Sterling, Porter Hall	18 ⊙Happy Go Lovely (88).......M..262 David Niven, Vera-Ellen, Cesar Romero 28 ⊙Alice in Wonderland (75).....D..291 (Walt Disney cartoon)	1 The Dakota Kid (60) ....W..5067 Michael Chapin, Eilene Janssen, James Bell 15 Rodeo King and Senorita (67) W..5053 Rex Allen, Mary Ellen Kay, Buddy Ebsen	Guy Who Came Back, The (91) .D..118 Paul Douglas, Joan Bennett, Linda Darnell ⊙Take Care of Little Girl (93) M..119 Jeanne Crain, Jean Peters, Dale Robertson ⊙Frogmen, The (96)..........D..122 Dana Andrews, Gary Merrill, Richard Widmark	JULY
Peking Express (85) ....D..5024 Joseph Cotten, Corinne Calvet, Edmund Gwenn That's My Boy (100) ....C..5026 Dean Martin, Jerry Lewis, Ruth Hussey ⊙Warpath (95) ....D..5025 Edmond O'Brien, Dean Jagger, Forrest Tucker	11 Flying Leathernecks (102)......D..261 John Wayne, Robert Ryan, Janis Carter 25 His Kind of Women (120)......D..201 Robert Mitchum, Jane Russell, Vincent Price 28 Behave Yourself (..)........CD.. Farley Granger, Shelley Winters	Fugitive Lady (78) ....D..5011 Janis Paige, Binnie Barnes Havana Rose (..) ....D.. Estelita Rodriguez, Hugh Herbert Fort Dodge Stampede (60)....W..5062 Allan "Rocky" Lane, Mary Ellen Kay	Secret of Convict Lake, The (83) D..123 Glenn Ford, Gene Tierney, Ethel Barrymore No Highway in the Sky (98) ....D..121 James Stewart, Marlene Dietrich Mr. Belvedere Rings the Bell (88) C..124 Clifton Webb, Joanne Dru, Hugh Marlowe	AUGUST
Here Comes the Groom (114) ..C..5101 Bing Crosby, Jane Wyman, Franchot Tone Place in the Sun, A (122) ....D..5102 Montgomery Clift, Elizabeth Taylor Rhubarb (94) ....C..5103 Ray Milland, Jan Sterling, Gene Lockhart	8 On the Loose (74).............D..202 Joan Evans, Melvyn Douglas 15 Racket, The (..) ....D.. Robert Mitchum, Lizabeth Scott 15 Drums in the Deep South (..)...D.. James Craig, Barbara Payton Lili Marlene (85) ....D..203 Lisa Daniely, Hugh McDermott	Adventures of Cpt. Fabian (..) D.. Errol Flynn, Micheline Prelle Arizona Manhunt (60) ......W..5068 Michael Chapin, Eilene Janssen	⊙Meet Me After the Show (86) M..125 Betty Grable, Macdonald Carey, Rory Calhoun People Will Talk (110).........C..126 Cary Grant, Jeanne Crain Millionaire for Christy, A (90)..C..127 Fred MacMurray, Eleanor Parker, R. Carlson	SEPTEMBER

FEATURE CHART

UNITED ARTISTS

Month	Date	Title	Type	Rel. No.
OCTOBER	1	**One Minute to Twelve** (75) Lars Hanson, Olaf Bergstrom, Gunnel Brostrom	D	203
	15	**Second Face, The** (72) Ella Raines, Bruce Bennett, Rita Johnson	D	204
	22	**Kangaroo Kid, The** (73) Veda Ann Borg, Jock O'Mahoney	W	037
	29	**Two Lost Worlds** (60) Laura Elliot, Jim Arness, Gloria Petroff	D	202
NOVEMBER	1	**⊙Prehistoric Women** (74) Laurette Luez, Allan Nixon, Mara Lynn	D	205
	2	**Border Outlaws** (58) Spade Cooley, Maria Hart, Bill Edwards	W	260
	3	**Three Husbands** (78) Eve Arden, Emlyn Williams, Ruth Warrick	C	642
	15	**⊙Rogue River** (79) Rory Calhoun, Peter Graves, Ellye Marshall	W	201
DECEMBER	1	**Golden Salamander, The** (96) Anouk, Trevor Howard, Herbert Lom	D	271
JANUARY	2	**Wicked City, The** (76) Maria Montez, Lilli Palmer, J. P. Aumont	D	206
	16	**Mister Universe** (79) Jack Carson, Janis Paige, Bert Lahr	C	208
	19	**Korea Patrol** (57) Richard Emory, Benson Fong, Teri Duna	D	211
	22	**Sun Sets at Dawn, The** (71) Walter Reed, Sally Parr, Philip Shawn	D	046
FEBRUARY	6	**They Were Not Divided** (102) Edward Underdown, Ralph Clanton	D	275
MARCH	1	**Blue Lamp, The** (84) Jack Warner, Jimmy Hanley, Dirk Bogarde	D	016
	15	**Naughty Arlette** (86)	C	226
	16	**My Outlaw Brother** (80) (Rev. as My Brother, the Outlaw)	D	209
	16	**Second Woman, The** (91) Robert Young, Betsy Drake, John Sutton	D	639
	22	**Circle of Danger** (85) Ray Milland, Patricia Roc, Marius Goring	D	207
	29	**So Long at the Fair** (85)	D	270
APRIL	3	**Badman's Gold** (56)	W	262
	6	**Scarf, The** (86)	D	644
	10	**Long Dark Hall, The** (87) Rex Harrison, Lilli Palmer	D	214
	13	**Queen for a Day** (107)	D	645
	20	**When I Grow Up** (90)	D	215
	20	**Skipalong Rosenbloom** (73) Max Rosenbloom, Max Baer, Jackie Coogan	W	213
	27	**Oliver Twist** (105)	D	216
	27	**Man From Planet X** (72)	D	647
MAY	4	**Try and Get Me** (92) (Rev. as Sound of Fury) Frank Lovejoy	D	643
	11	**First Legion, The** (86) Charles Boyer, Lyle Bettger, Leo G. Carroll	D	648
	12	**Odette** (100) Anna Neagle, Trevor Howard, Marius Goring	D	652
	25	**Prowler, The** (92) Van Heflin, Evelyn Keyes, John Maxwell	D	650
JUNE	1	**Fabiola** (96)	D	651
	8	**Man With My Face, The** (75)	D	659
	15	**Three Steps North** (85) Lloyd Bridges, Lea Padovani, Aldo Fabrizi	D	657
JULY	13	**He Ran All the Way** (78) John Garfield, Shelley Winters	D	646
	26	**Cyrano de Bergerac** (113) Jose Ferrer, Mala Powers, William Prince	D	660
	27	**Hoodlum, The** (61) Lawrence Tierney, Allene Roberts	D	653
AUGUST	2	**Cloudburst** (..) Robert Preston, Elizabeth Sellars	D	..
	10	**Pardon My French** (81)	C	..
	31	**Two Gals and a Guy** (70)	C	654
	17	**Obsessed** (77) David Farrar, Geraldine Fitzgerald	D	..
	17	**Four in a Jeep** (97) Viveca Lindfors, Ralph Meeker	D	..
	24	**⊙New Mexico** (84)	D	649
	24	**St. Benny, the Dip** (81)	C	658
SEPTEMBER	21	**Mister Drake's Duck** (81) Douglas Fairbanks Jr., Yolande Donlan	C	655
		Gold Raiders (..) George O'Brien, Sheilah Ryan	D	..

UNIVERSAL-INT'L

Month	Title	Type	Rel. No.
OCTOBER	**Hamlet** (142) Laurence Olivier, Jean Simmons, Basil Sydney	D	101
	⊙Wyoming Mail (87) Stephen McNally, A. Smith, Howard da Silva	SW	931
	Woman on the Run (77) Ann Sheridan, Robert Keith, Dennis O'Keefe	D	932
NOVEMBER	**⊙Kansas Raiders** (80) Audie Murphy, Brian Donlevy	W	104
	Milkman, The (87) Donald O'Connor, Piper Laurie, Jimmy Durante	C	102
	Deported (88) Marta Toren, Claude Dauphin, Jeff Chandler	D	103
DECEMBER	**Undercover Girl** (83) Alexis Smith, Scott Brady, Gladys George	D	105
	Mystery Submarine (78) Marta Toren, Macdonald Carey, Robert Douglas	D	106
	Prelude to Fame (78) Guy Rolfe, Kathleen Byron, Jeremy Spenser	MD	180
JANUARY	**⊙Frenchie** (80) Joel McCrea, Shelley Winters, Paul Kelly	W	108
	⊙Harvey (104) James Stewart, Peggy Dow, Josephine Hull	C	107
	Under the Gun (83) Richard Conte, Audrey Totter, Sam Jaffe	D	109
FEBRUARY	**⊙Tomahawk** (82) Van Heflin, Yvonne DeCarlo, Preston Foster	SW	110
	Target Unknown (90) Mark Stevens, Don Taylor, Joyce Holden	D	111
	Operation Disaster (101) John Mills, Richard Attenborough, Helen Cherry	D	113
	Bedtime for Bonzo (83) Ronald Reagan, Diana Lynn, Walter Slezak	C	112
MARCH	**Abbott and Costello Meet the Invisible Man** (82) Bud Abbott, Lou Costello, Nancy Guild	C	116
	Groom Wore Spurs, The (81) Ginger Rogers, Joan Davis, Jack Carson	C	114
	Air Cadet (94) Stephen McNally, Alex Nicol, Gail Russell	CD	115
APRIL	**Up Front** (92) David Wayne, Tom Ewell, Marina Berti	C	118
	⊙Double Crossbones (76) Donald O'Connor, Helena Carter, Will Geer	MC	119
	Ma and Pa Kettle Back on the Farm (80) Marjorie Main, Percy Kilbride, Meg Randall	C	117
MAY	**Fat Man, The** (77) J. Scott Smart, Rock Hudson, Julie London	D	120
	Katie Did It (81) Ann Blyth, Mark Stevens, Cecil Kellaway	C	122
	⊙Smuggler's Island (75) Jeff Chandler, Evelyn Keyes, Philip Friend	D	121
JUNE	**⊙Apache Drums** (75) Stephen McNally, Coleen Gray, Willard Parker	W	123
	Hollywood Story (77) Richard Conte, Henry Hull, Julia Adams	D	124
JULY	**Francis Goes to the Races** (88) Donald O'Connor, Piper Laurie	C	125
	⊙Prince Who Was a Thief (88) Tony Curtis, Piper Laurie, Cecil Kellaway	D	126
	Comin' Round the Mountain (77) Bud Abbott, Lou Costello, Dorothy Shay	C	127
AUGUST	**Iron Man** (82) Jeff Chandler, Evelyn Keyes, Stephen McNally	D	130
	⊙Mark of the Renegade (81) Ricardo Montalban, Cyd Charisse	D	129
	⊙Cattle Drive (77) Joel McCrea, Dean Stockwell, Leon Ames	W	128
SEPTEMBER	**⊙Little Egypt** (82) Rhonda Fleming, Mark Stevens, Nancy Guild	CD	131
	You Never Can Tell (78) Dick Powell, Peggy Dow, Joyce Holden	D	132
	Thunder on the Hill (84) Claudette Colbert, Ann Blyth	D	133

WARNER BROS.

Month	Date	Title	Type	Rel. No.
OCTOBER	14	**Three Secrets** (98) Ruth Roman, Eleanor Parker, Patricia Neal	D	006
	28	**Glass Menagerie, The** (107) Jane Wyman, Kirk Douglas, Gertrude Lawrence	D	007
NOVEMBER	11	**Rocky Mountain** (83) Errol Flynn, Patrice Wymore	SW	008
	25	**West Point Story, The** (107) James Cagney, Virginia Mayo, Doris Day	D	009
DECEMBER	9	**Breakthrough** (91) David Brian, John Agar, Frank Lovejoy	D	010
	30	**⊙Dallas** (94) Gary Cooper, Ruth Roman, Steve Cochran	SW	011
JANUARY	3	**Highway 301** (83) Steve Cochran, Virginia Grey, Gaby Andre	D	012
	21	**Operation Pacific** (111) John Wayne, Patricia Neal, Ward Bond	D	013
FEBRUARY	10	**Storm Warning** (91) Ginger Rogers, Ronald Reagan, Doris Day	D	014
	24	**Enforcer, The** (88) Humphrey Bogart, Zero Mostel, Ted de Corsia	D	015
MARCH	3	**⊙Sugarfoot** (80) Randolph Scott, Adele Jergens, Raymond Massey	WD	016
	10	**Lightning Strikes Twice** (91) Ruth Roman, Richard Todd, M. McCambridge	D	019
	24	**⊙Lullaby of Broadway** (91) Doris Day, Gene Nelson, S. Z. Sakall	M	020
APRIL	7	**Raton Pass** (84) Dennis Morgan, Patricia Neal, Steve Cochran	W	021
	21	**Only the Valiant** (105) Gregory Peck, Barbara Payton, Ward Bond	SW	022
MAY	5	**I Was a Communist for the FBI** (84) Frank Lovejoy, Dorothy Hart, Philip Carey	D	023
	19	**Goodbye, My Fancy** (107) Joan Crawford, Robert Young, Frank Lovejoy	C	024
JUNE	2	**Along the Great Divide** (88) Kirk Douglas, Virginia Mayo, John Agar	SW	025
	16	**Inside Walls of Folsom Prison** (87) Steve Cochran, David Brian, Philip Carey	D	026
	30	**Strangers on a Train** (101) Farley Granger, Ruth Roman, Robert Walker	D	027
JULY	14	**⊙Fort Worth** (80) Randolph Scott, David Brian, Phyllis Thaxter	SW	028
	28	**⊙On Moonlight Bay** (95) Doris Day, Gordon MacRae, Jack Smith	M	029
AUGUST	11	**⊙Capt. Horatio Hornblower** (117) Gregory Peck, Virginia Mayo	D	030
SEPTEMBER	1	**Jim Thorpe—All American** (107) Burt Lancaster, Charles Bickford, P. Thaxter	D	101
	15	**Force of Arms** (100) William Holden, Nancy Olson, Frank Lovejoy	D	102
	22	**Tomorrow Is Another Day** (90)	D	103

MISCELLANEOUS

FOREIGN FILMS

Country	Title	Rel. Date
BRITAIN	**Another Shore** (77) (Pentagon)..Robert Beatty, M. Lister	3-17-51
	Appointment With Crime (90) (Four Continents)..W. Hartnell, R. Beatty	3-17-51
	Chance of a Lifetime (90) (Ballentine)..Basil Redford, B. Miles	2-17-51
	Happiest Days of Your Life (81) (London)..Alastair Sims, M. Rutherford	9-30-50
	Hue and Cry (82) (Fine Arts)..Alastair Sim, Jack Warner	1-20-51
	Inheritance, The (90) Jean Simmons, Derrick DeMarney	3-10-51
	It's Hard to Be Good (93) (Pentagon)..Jimmy Hanley, Anne Crawford	1-13-51
	Jacqueline Misbehaves (76) (Ellis)..Hugh Williams, Carla Lehmann	2-17-51
	Last Holiday (88) (Stratford)..Alec Guinness, Beatrice Campbell	12- 9-50
	Lost People, The (89) (Pentagon)..Dennis Price, Mai Zetterling	10-14-50
	Maniac on Wheels (76) (Int'l)..Dirk Bogarde, Bonar Colleano	7-14-51
	No Orchids for Miss Blandish (92) (Renown)..Jack LaRue, Linden Travers	4-14-51
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	Rats of Tobruk (85) (David Brill)..Grant Taylor, Peter Finch	7- 7-51
	Seven Days to Noon (93) (Distinguished)..Barry Jones, Olive Soane	2-17-51
	Tales of Hoffmann (138) (Lopert)..Moira Shearer, Robert Helpmann	4-21-51
	Third Time Lucky (93) Pentagon)..Glynis Johns, Dermot Walsh	10-28-50
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	You Can't Fool an Irishman (65) (Bell)..Tommy Duggan, Shirl Conway	2- 3-51
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	Noah's Ark (97) (Nayfack)..Pierre Brasseur, Alerme	9- 9-50
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	Mill on the Po (96) (Lux)..Carla del Poggio, Jacques Sernas	12-23-50
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	Two Orphans, The (92) (Globe)..Maria Denis, Osvaldo Valenti	11- 4-50
MEXICO	**Rancho Grande** (97) (Azteca)..Jorge Negrete, Trio Calavaras	5-19-51

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Experienced projectionist, good position, central Ohio town. About 40 hours weekly. Simplex equipment. Must do minor repairs when needed. Write, giving qualifications, references and starting salary expected. Boxoffice, 4361.

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Available immediately as city manager or manager class A theatre in northern California, Oregon, Washington, Montana, Idaho, Wyoming, North or South Dakota or Colorado. Age 43, settled, good health, do not drink, unencumbered. Have good car. 25 years in all phases with Interstate Circuit, Inc., Majestic Theatre Bldg., Dallas, Tex. Salary commensurate with position and local living conditions. References Karl Hoblitzelle, R. J. O'Donnell or E. J. Solon, above circuit. Satisfactory explanation for leaving former employers. Presently vacationing. Write, wire or call Mercer W. Colman, 4411 Avenue N½, Galveston, Tex. Phone 5-8204.

Experienced film buyer and booker desires to book and buy for independent houses in St. Louis territory. No contract necessary. Results guaranteed. Strictly confidential. Successful independent circuit. Boxoffice, 4370.

Man and wife take complete operation of theatre. Ten years experience as manager. Wife six years assistant manager. Best references. Prefer Florida. Boxoffice, 4375.

Booker, more than ten years experience in New York area. Presently employed, seeks change. Box 89, Boxoffice, 9 Rockefeller Plaza, New York, N. Y.

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Operator wants job. Over 20 years with last employer . House sold, reason for this ad. Reference. H. A. Garrett, Truman, Ark.

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Giveaway New 1951 car. No cost to theatre, towns 5,000 population or over. Merchant Advertising tieup. Interstate Theatre Service, 1115 East Armour, Kansas City, Missouri.

Comic books available as premiums, giveaways at your kiddy shows. Large variety, latest newsstand editions. Comics Premium Co., 412B, Greenwich St., N. Y. C. Publications for premiums (exclusively) since 1939

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Burch, Manley, Cretors, Star, all electric French fry types. 50 Hollywood type, theatre special electric poppers from $250. Karmelkorn Equipment 120 S Halsted, Chicago 6, Ill.

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Popcorn machines, half price. Wiener, Hamburger, Sno-Cone, Peanut Roasters, Bun Warmers. Poppers Supply, 179 Luckie, Atlanta, Ga.

Drive-in theatre tickets. Send for samples of our special printed stub rod tickets for drive-ins. Safe, distinctive, easy to check. Kansas City Ticket Co., Dept. 10, 109 W. 18th St., "Film Row," Kansas City 8, Mo.

Drive-ins, don't delay. Improve your light and sound this season. Send for S.O.S. list stating your car capacity. Dept. C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.

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Portable bargain—Holmes 35mm single sound projector complete with 25 watt amplifier, speaker, lens, complete outfit. Brand new; less than dealer's cost; will ship subject to inspection. Boxoffice, 4360.

You can't tell 'em from new! Holmes Educator, $605; Simplex SP, $995, with Strong baby arcs, rectifiers, $1,295. All rebuilt like new dual outfits with amplifier and speaker. 2 H. I. generators, $595. Time deals invited. Dept. C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.

Seats: Approximately 850 used theatre seats. Plywood backs, padded bottoms. Good condition. $3,400 for entire lot. Purchaser to haul from present storage in Alexandria, Va. Seen by appointment. Write or call Wade Pearson, Glebe Theatre, Arlington, Va.

For sale: 450 in-a-car speakers and complete booth equipment for inexpensive drive-in, all for $2,500. Write John Whipple, Box 7, Muleshoe, Tex.

RCA Economy Amplifier speaker and two soundheads, all for $350. Guaranteed. ATSCO, 936 E. Market St., Akron, Ohio. Ask for list of other equipment.

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For export at a bargain: All makes Suprex and low intensity lamps and rectifiers. Simplex, Powers and Motiograph mechanisms. Used lenses all sizes. Used reels. Boxoffice, 4379.

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Two General Electric 12" high frequency speakers; two Jensen 18" Audio speakers complete with Exciter generator; one Jensen high frequency, 4-trumpet speaker; one complete matching network for above speakers built by Jensen; one 85-watt line transformer. This equipment was built and designed by Jensen and was the finest central sound system in Ohio. Boxoffice, 4387.

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You're selling your picture—make it bright! Flameproofed fungus-proofed plastic screens, 39½c ft.; arc lamp reflectors 20% off; coated lenses (25% more light), $100 pair; rectifier bulbs, 15 amp, $4.59. Dept. C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.

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Replacement speakers for Simplex Senior in-car speakers, manufactured by Jensen, $1.95 each; leatherette, long wearing, plastic coated with twill backing, colors; blue, brown, red and green. Regular $2.10 yard, only $1.75; coated lenses, F2.0 speed, $99. Holmes 16mm Rex sound projector, complete, new, special, $369. Drive-in speaker ramp switch panel, with post light, transformer, 19-inch rack mounting, new, $175. With cabinet, $195. Minimum order $10; 25 per cent with order, balance C.O.D. Joe Hornstein, Inc., 3330 Olive St., St. Louis 3, Mo.

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Heavy motorized dolly, $895; re-recorders, 35mm, $395; Moviola large preview 35mm machine, $1,695; Maurer late type E recording system, complete. Original cost $4,775. Excellent, $3,695. Auricon Super 1,200 cameras, prompt delivery, $2,649.50; Micro synchronizer 4-way 16/35mm combination, $195; Bell & Howell 35mm step printer, $995; 5000W sunspots on stands, $77.50; new 35mm continuous sound picture printers, $995; new Bridgamatic Jr. 16mm automatic developing machines (plus tax), $995. Cash paid for used equipment. Trades taken. Dept. C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.

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Window cards, programs, heralds. Photo-Offset Printing. Cato Show Printing Co., Cato, N. Y.

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Private listings—Good situations in Texas that will bear strict investigation. Information only at Southland Theatre Brokers, 408 S. Harwood, Dallas. Phone Randolph 8922.

Montana listings—shown by appointment only. Moschelle Real Estate, Big Timber, Mont.

Lease for sale on a complete theatre in one of Florida's best towns. $5,000 cash will handle. Ten-year lease, rental on a percentage basis. Boxoffice, 4362.

Louisiana permanent oil town. Population 1,500. Theatre, brick building, good business, family type operation. Boxoffice, 4368.

400 seats, Pryor, Okla. Ideal family operation. Good lease; living quarters. Frozen custard business in lobby. Unlimited potentials. Reasonable. Contact M. G. Steele, Pawnee, Okla.

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County seat 3,000. Must check to appreciate high value. 500 seats. Town-county really growing. Controls county. $18,000 profit indicated 1951. $28,500 down. Similar near Dallas, with building, $60,000. Terms. Near Fort Worth, with building, housing, $24,000 handles. Exclusive. Arthur Leak, Specialist, 3305 Caruth, Dallas.

Genuine illness forces sale. Near Texarkana. Only Show, permanent payroll town, 3,000. New building, most equipment. 550 seats, $17,500 down. Don't fail to investigate at price. Exclusive, Arthur Leak, 3305 Caruth, Dallas, Tex.

Near Houston. 550 seats. Controls good town near 3,000. $18,000 down. Also Eastern Oklahoma. Excellent show, town 6,000. $19,000 down. Also West Texas at $31,000. Potential $600-800 weekly profit. Also broiler area Arkansas. Profitable small town show at $18,000 down. Many others. Arthur Leak, Specialist. Original and largest in South. 3305 Caruth, Dallas, Tex.

One most profitable drive-ins Texas at $36,000 down. Dallas area, town 30,000. Beautiful operation. Exclusive. Arthur Leak, 3305 Caruth, Dallas, Tex.

Florida drive-in, playing first and second run product. On main highway, college town, year round resort area. Equipment good, sound and picture excellent. Needs landscaping and "glamorizing." Priced to sell. R. E. Hawker, R.F.D. 5, Box 242, Lancaster, Pa.

For Sale: 250-seat theatre. Northwestern Illinois 1,500 population. Large rural area with four apartments above theatre makes a nice income. Boxoffice, 4374.

Outstanding small town theatre, thriving central Texas blackland farming district. Excellent equipment, 290 fully upholstered seats. Exceptional value. Boxoffice, 4372.

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Nu-Sho Theatre, Butler, Mo. (550 seats). Building 4 years old. County seat, population 3,900. Property and equipment, $65,000. Other business interests reason for selling. Contact W. H. Kahler, Nu-Sho Theatre, Butler, Mo.

For sale: Theatre and building, 625 seats. Situated within 30 miles of Harrisburg in town of 5,000 population. Only theatre in town. Building consists of theatre and three apartments. Theatre shows large net profit. Owner compelled to retire—illness. Complete details, write L. A. Farmer, Theatre Broker, P. O. Box 407, Greensburg, Pa.

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Parts for all chairs. Send sample for quotation. Fensin Seating Co., Chicago 5

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Several thousand used opera chairs now in stock. Can furnish any amount you request. Full upholstered back, insert panelback, boxspring and spring edge seat. Write for photo and state amount and incline. We also manufacture new chairs. General Chair Co., 1308-22 Elston Ave., Chicago 22, Ill.

Many years in the seating business is your guarantee. Good used chairs are not too plentiful but we have the pick. Full upholstered, panel back and many other styles. We furnish proper slope or level standards to fit your floor. All size 18x21-inch chairs. Our prices are lowest. Write for exact photo and price. We furnish parts for all makes. Send sample. Good quality plastic coated leatherette 25x26-inch, all colors, 55c ea. Chicago Used Chair Mart, 829 South State St., Chicago 5, Ill.

No more loose chairs: Get "Firmastone" Anchor cement, $5 per box. General Chair Co., Chicago 22, Ill.

Theatre chairs, many reconditioned. Screens, projectors. Lone Star Film Co., Dallas, Tex.

Got chair problem? Look at these values and cheer up. 300 Heywood veneer, $4.75; 500 American panelback, spring cushion, excellent, $4.95; 293 rebuilt Andrews inserted panelback spring cushions, $4.95; 223 rebuilt late International fully upholstered with spring-edge cushions, $8.95. Send for Chair Bulletin, Dept. C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.

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